

TOOL DESCRIPTION

Trend Mapping



Trend mapping is a strategic tool used to visualize and analyze trends in various fields such as technology, business, culture or society.






This tool involves identifying key trends, mapping their interrelationships and predicting their future trajectories. Trend mapping helps organizations and individuals make informed decisions, anticipate market shifts and capitalize on emerging opportunities.

When using trend mapping as a strategic tool, it's important to pay special attention to several key factors:

- **Relevance:** Ensure that the trends identified are relevant to your industry, market or area of interest. Focus on trends that have the potential to impact your organization or objectives directly.
- **Interconnections:** Identify and explore the interrelationships between different trends. Consider how trends may influence or reinforce each other, leading to synergies or compounding effects.
- **Implications:** Assess the potential implications of each trend for your organization or objectives. Consider both the opportunities and challenges that may arise as a result of these trends.
- **Uncertainty:** Recognize the uncertainty of future trends. Maintain flexibility and openness to adapt your strategy as new information emerges or circumstances change.
- **Long-term Perspective:** Look beyond short-term trends to identify broader, longer-term shifts and patterns. Consider how trends may evolve over time and anticipate their future trajectories.

Duration 2–3 h	Participants 3–5 people	Facilitation relevant trend sources prepared and templates printed out
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Trend Mapping | Process

Preparation 	Selection 	Creation of the trend map 	Analysis 	Analysis of the impact 
<p>upfront</p> <p>Before starting the process of trend mapping, relevant trend sources need to be identified and prepared for the workshop. Many trend sources are available for different topics such as:</p> <ul style="list-style-type: none"> • Megatrend Box by the “Zukunftsinstitut Germany”. • TrendWatching, a trend forecasting platform for consumer trends. • Comprehensive industry reports from “Global Market Insights”. • Reddit’s “r/Futurology” community. • ChatGPT as source for your personal trend collection. 	<p>20 min</p> <p>Start the process by letting participants browse through the prepared trends (printed out on cards for the workshop). Ask them to pick out the most relevant trends for the challenge/topic you are working on. If you are working with a bigger group of people, split them up in small teams of 3 to 4 people.</p>	<p>30 min</p> <p>Ask participants to create a visual map to facilitate an efficient discussion about interrelationships and connections among different trends. How?</p> <ul style="list-style-type: none"> • Select the most relevant trends and write them on the map (leave some space between the trends). • Start to discuss: How are trends related to or influenced to each other? What is their connection and relationship? • Visualize the essence of the discussion by using symbols like +, -, → • Write clarifications by using words. • Focus on the most relevant connections. 	<p>50 min</p> <p>Next, ask participants to pick the trend cluster that is the most relevant to them and analyze these trends further by using the Janus Cone Template. Questions to be discussed:</p> <ul style="list-style-type: none"> • How has the trend emerged and developed? • What critical events relate to this trend? • How has the industry/your organization/competitors responded to this trend? • What will happen in the near, anticipated future? <p>Fill the Janus Cone Template based on the discussion. Discuss which stage of maturity stage the trend currently is and indicate this on the template.</p>	<p>50 min</p> <p>This step is performed to facilitate an efficient discussion on the potential impacts of the trend on the topic and to record initial thoughts on the needed actions.</p> <p>Discuss and share your thoughts related to the following question: How does the trend impact the topic? OR What does the trend mean in terms of the topic? OR How should the trend be taken into account when developing the topic further? Fill out the template from left to right.</p> <p>OUR TIP: When proceeding toward the right, you should come up always with more concrete (detailed) suggestions and ideas.</p>



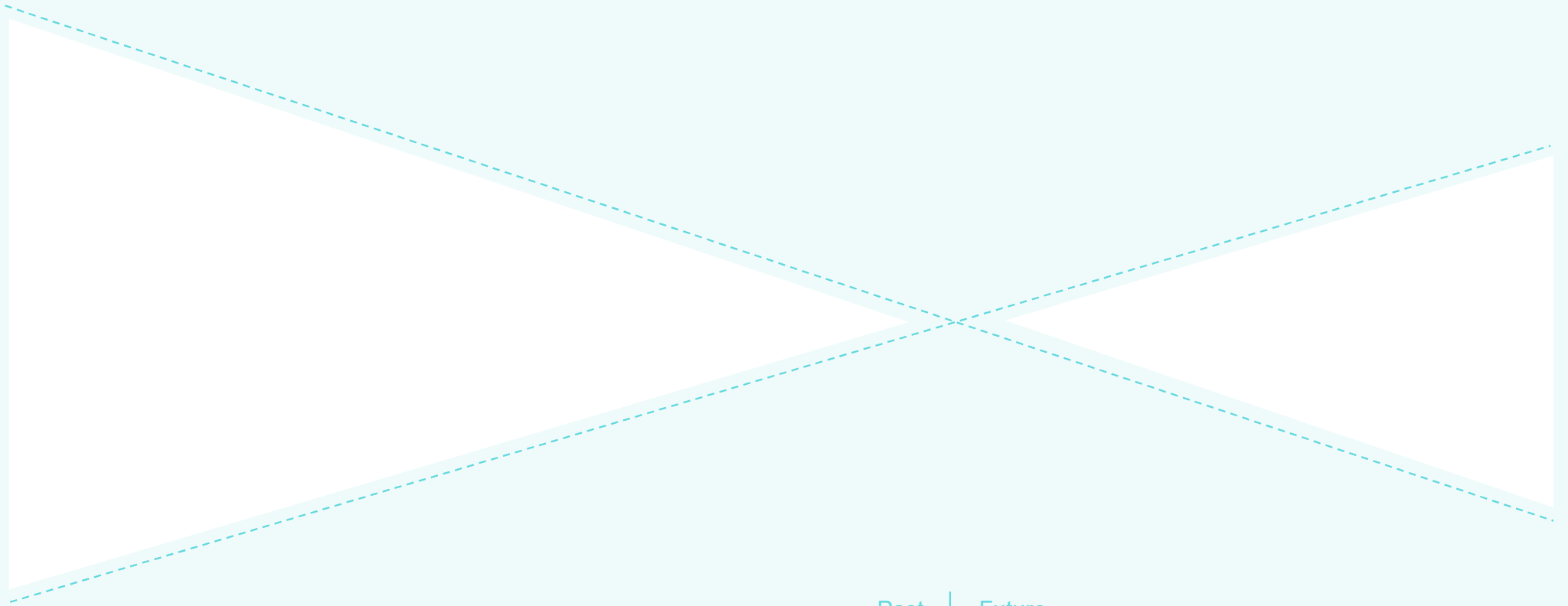
Trend Mapping | **Template**

TREND MAP



Trend Mapping | **Template**

JANUS CONE



Past | Future

Trend Mapping | **Template**

IMPACT TREE

Name of the trend

1st level impacts

2nd level impacts

3rd level impacts