



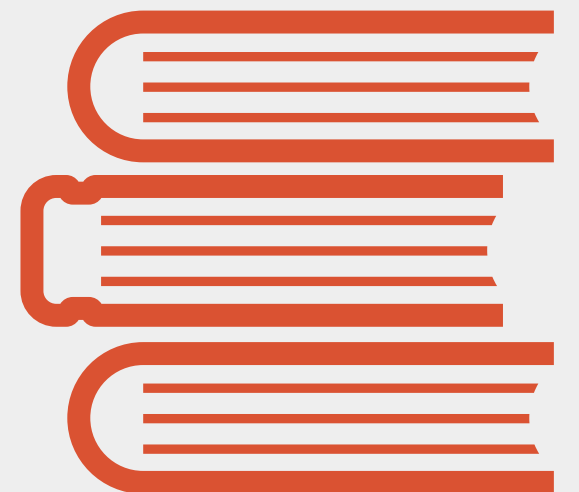
# Today



## Check-in Trends

- Megatrends
- Local trends
- Weak signals
- Wild cards

## Check-out

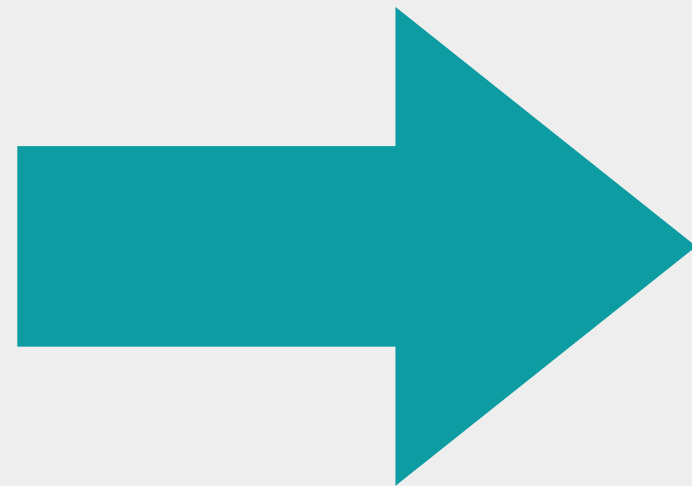


Check-in:

When you think about the  
past, what is most  
difficult to relate to?

trends

# Trends



**(a) Definition:**

A prevailing tendency or inclination



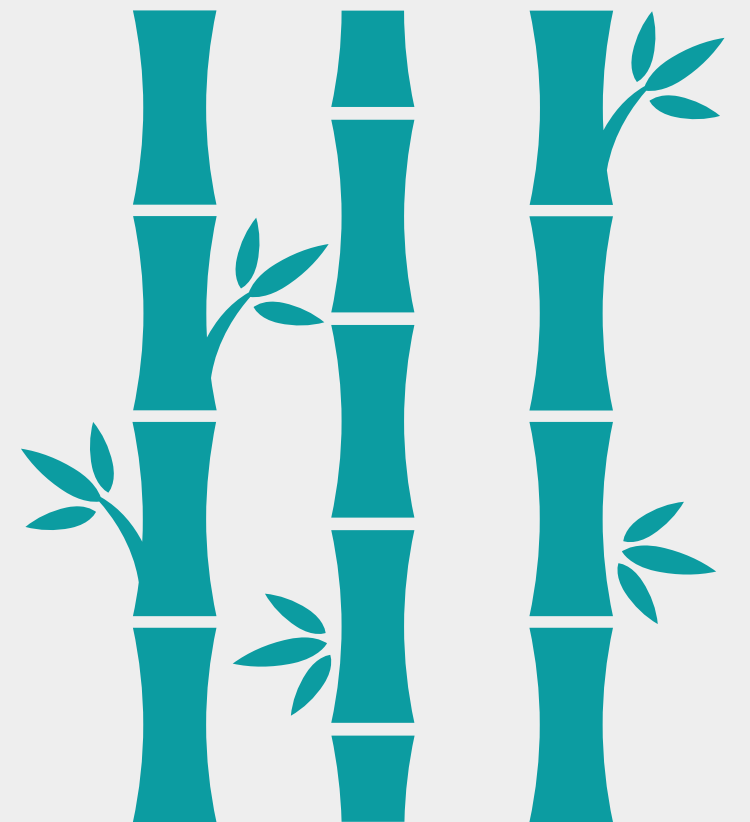
This is not an  
exact science!



# Trends



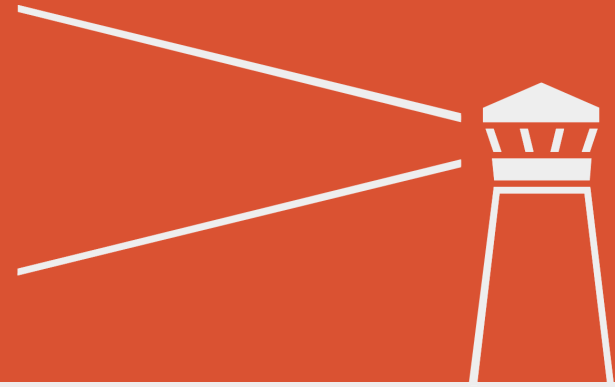
“What is true now, which  
was not true before?”



megatrends



# Megatrends



Long term  
Large scale  
Permanent effects



# Megatrends

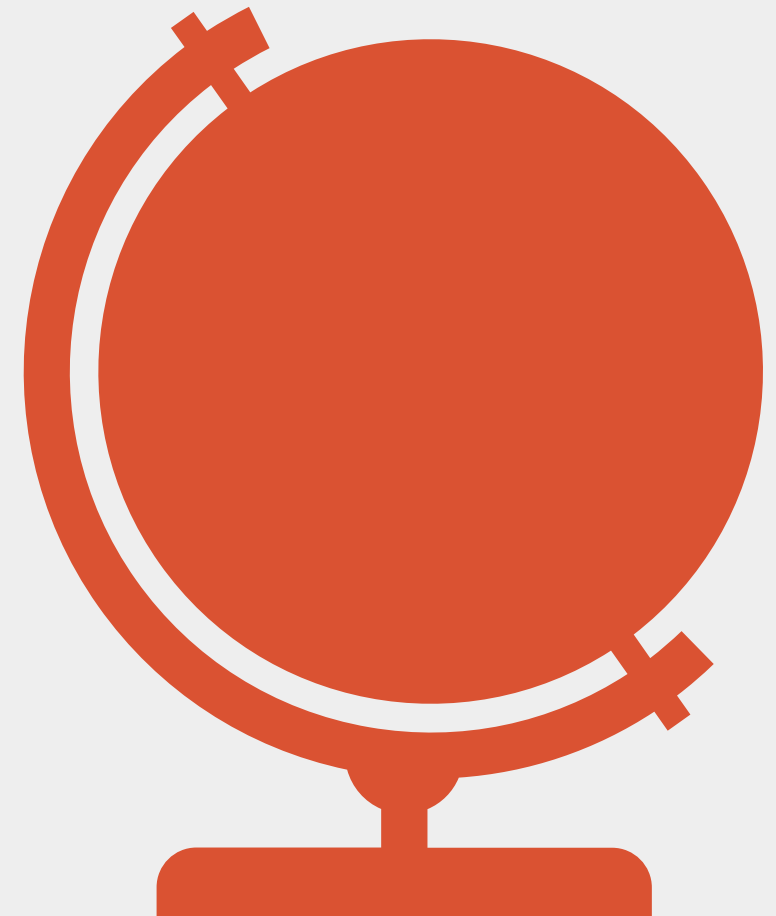


## **Examples:**

Rapid urbanization

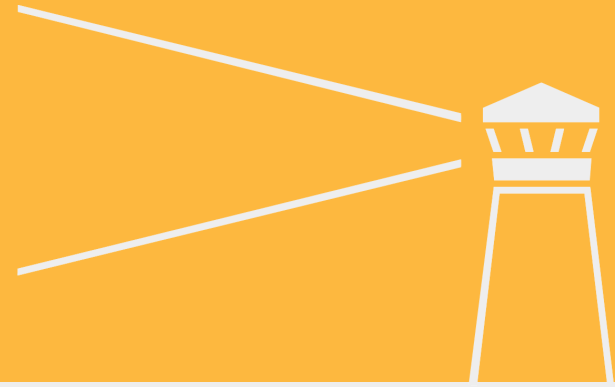
Environmental engagement

Disappearance of 9-5 jobs



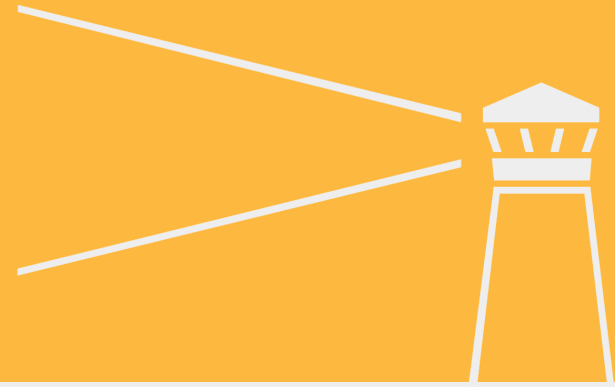
local  
trends

# Local trends



Short term  
Small scale  
More subject to change

# Local trends



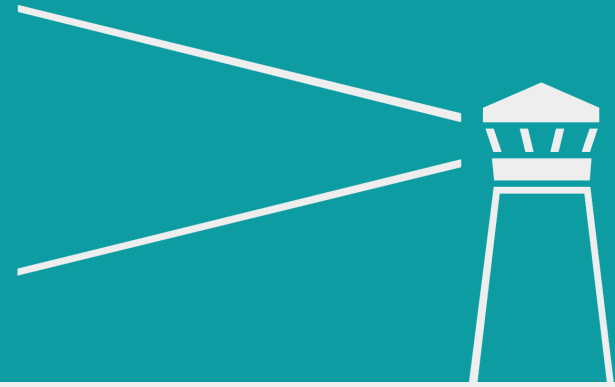
## **Examples:**

Rise of the right

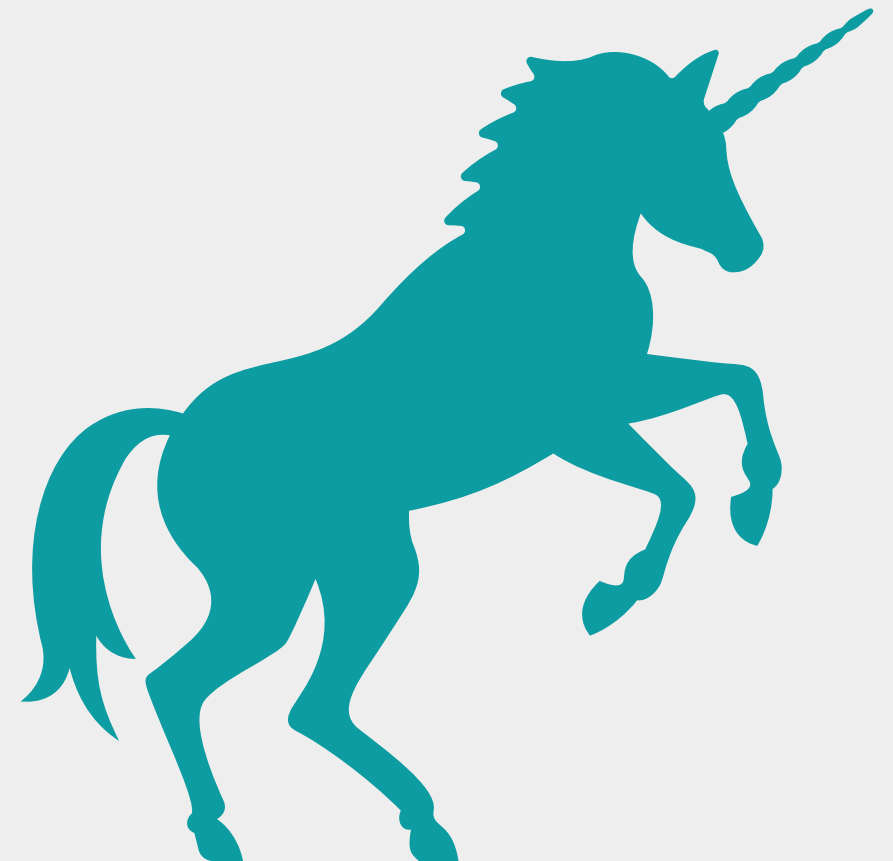
Increasing median age

weak  
signals

# Weak signals



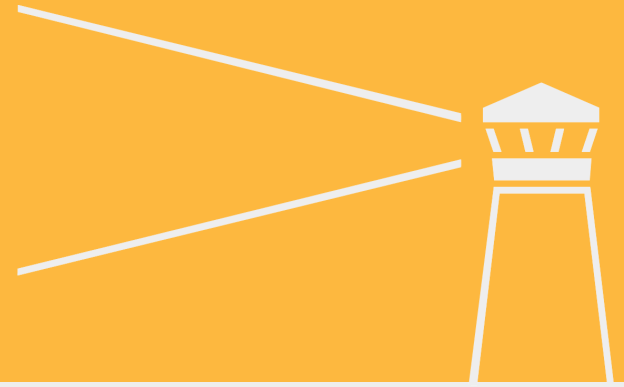
## Signs of potential emerging trends



wild  
cards



# wild cards

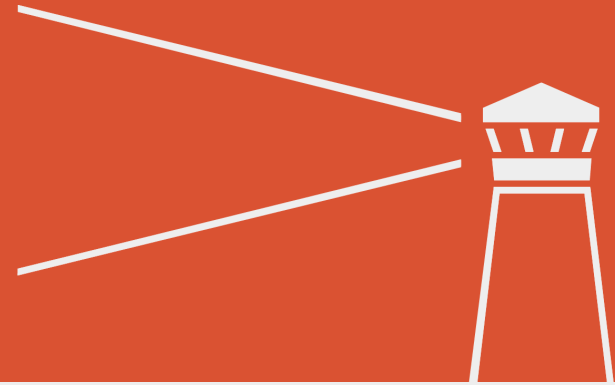


High impact  
Possible, but unlikely  
Accurate estimation impossible



**exercise**

# Exercise



## **Formulate:**

One megatrend

One local trend

One weak signal

One wild card

Description

Relevance

Potential



share

Check-out :

What new trends  
will you spark?

ok