

PARTICIPANT HANDOUT

FUTURE THINKING AND TREND ANALYSIS

An initiative of:

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- opens up new career perspectives for young researchers
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Content

- Introduction to Future Thinking
- Steep Trend Analysis
- Key Factor Analysis
- Scenario Building
- Wrap Up & Feedback

FUTURE THINKING

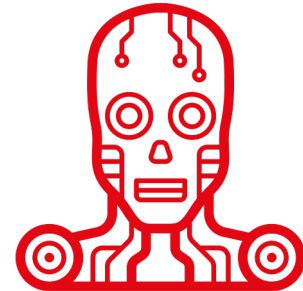
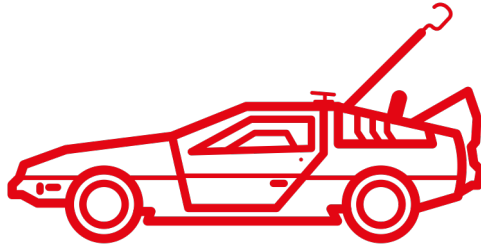
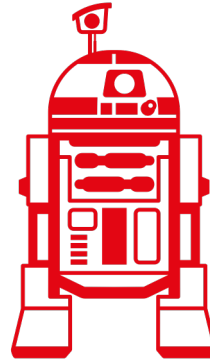


Learning goals

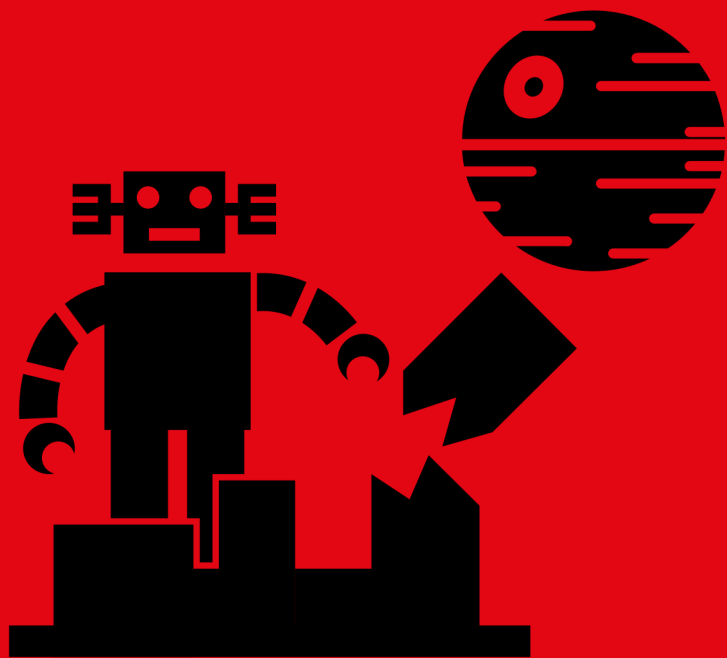
- Learn and reflect about relevant future trends in a specific field
- Discover possible futures that are worth being prepared for
- Develop a future scenario that you would like to become reality

Future thinking

When we talk about the future, we often have science fiction images in mind, such as "Back to the Future" or "Ex Machina"



Future thinking



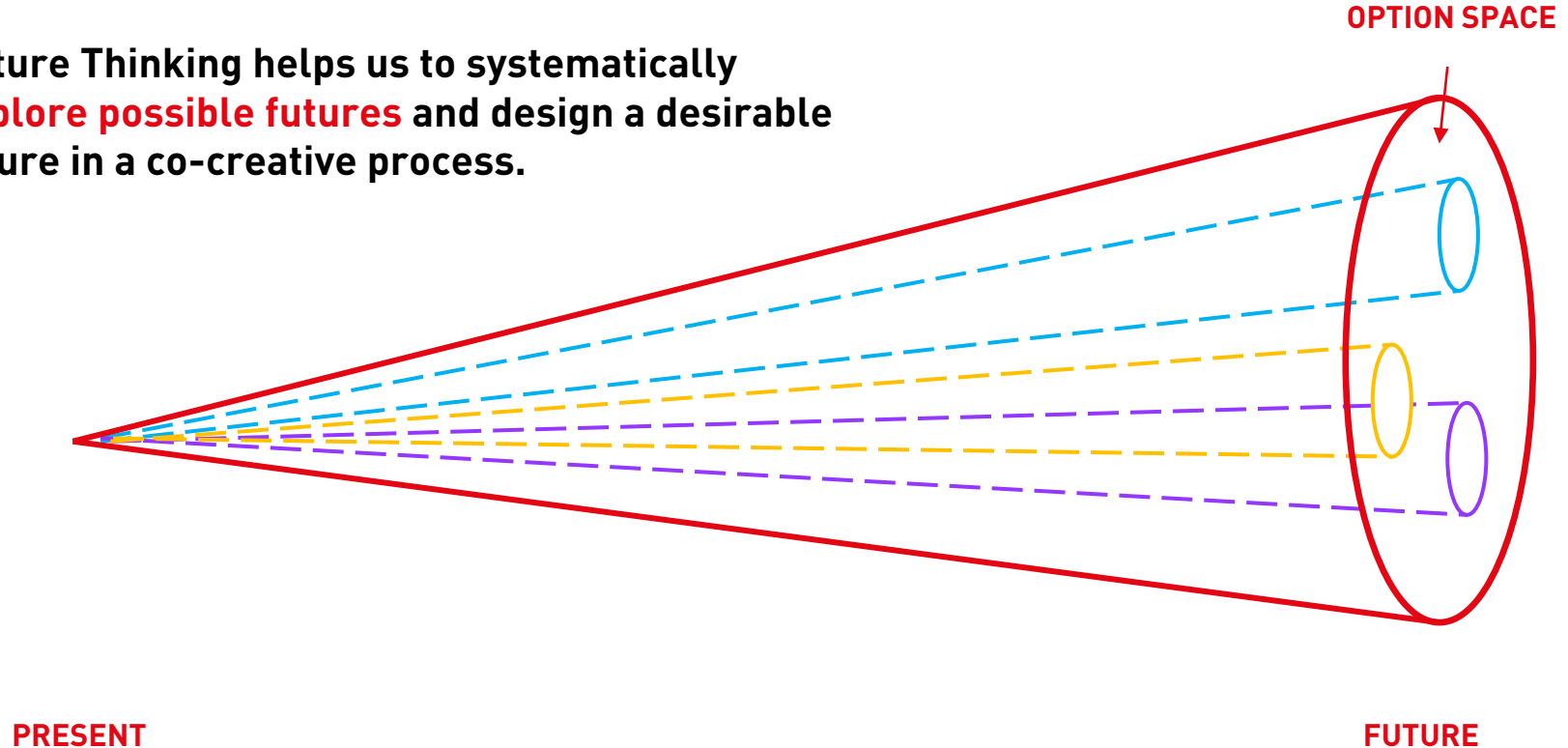
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What we often see in films or read in articles or books are gloomy dystopias or, in stark contrast, very soft utopias. In this way, the future is mostly understood as something abstract and something that just happens to us and over which we can hardly influence.

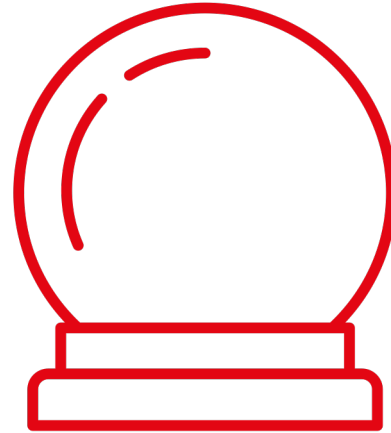
Future thinking

Future Thinking helps us to systematically **explore possible futures** and design a desirable future in a co-creative process.



Future thinking vs. forecast

Future Thinking
is **NOT** Future Forecast.



Organisations use the future thinking approach to ...

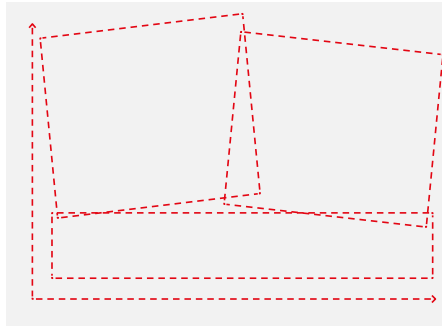
- ... explore current trends that will shape society and their operations
- ... systematically identify specific key factors and key uncertainties
- ... investigate positive or negative scenarios to analyse future risks and chances
- ... design a desirable future, that they want to work towards
- ... co-create a shared vision for the team/organisation

Future thinking process



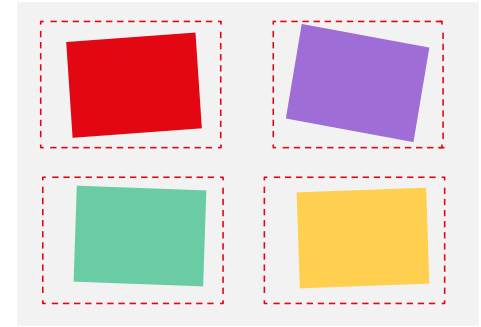
PART 1

STEEP Trend Analysis



PART 2

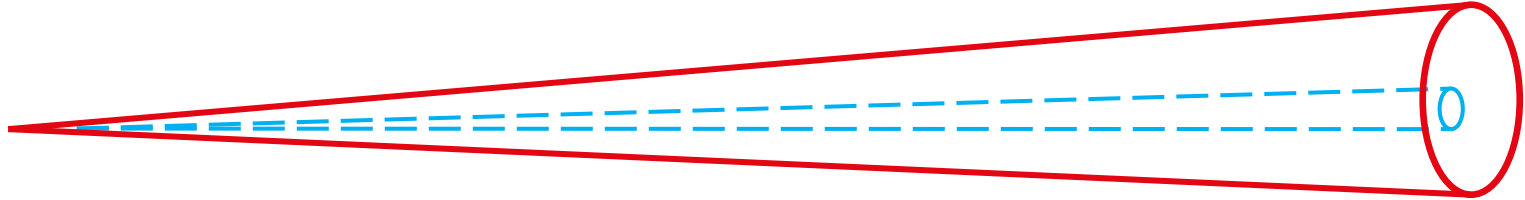
Key Factor Analysis



PART 3

Scenario Building

Design the future of education



- Imagine you as a startup team want to bring a product or service to market in the sector of education.
- Before you go into specific product development, however, you're doing a vision workshop.
- During this workshop you want to zoom out and explore what the future could have in store for you in this area
- ... and to which desired future you as a team would like to make a contribution with your startup idea.

STEEP TREND ANALYSIS



S

SOCIOLOGICAL



T

TECHNOLOGICAL



E

ECONOMIC



E

ENVIRONMENTAL



P

POLITICAL

Steep trend analysis

- Gives orientation and reduces uncertainty
- Helps to understand your topics context
- Provides a 360-degree view
- Identifies future trends and developments

Mega trends

- Unfold over an extended period of time with a life span of 20–30 years
- Occur on a large scale and in many areas
- Relevant on a global level, but with local differences



e.g. Digitalisation

Trends



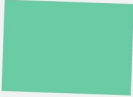



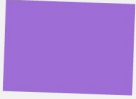

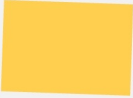







- A current development that can be carried forward into the future.
- Life span of approximately 5–10 years
- No seasonal trend (like fashion)



Steep trend analysis

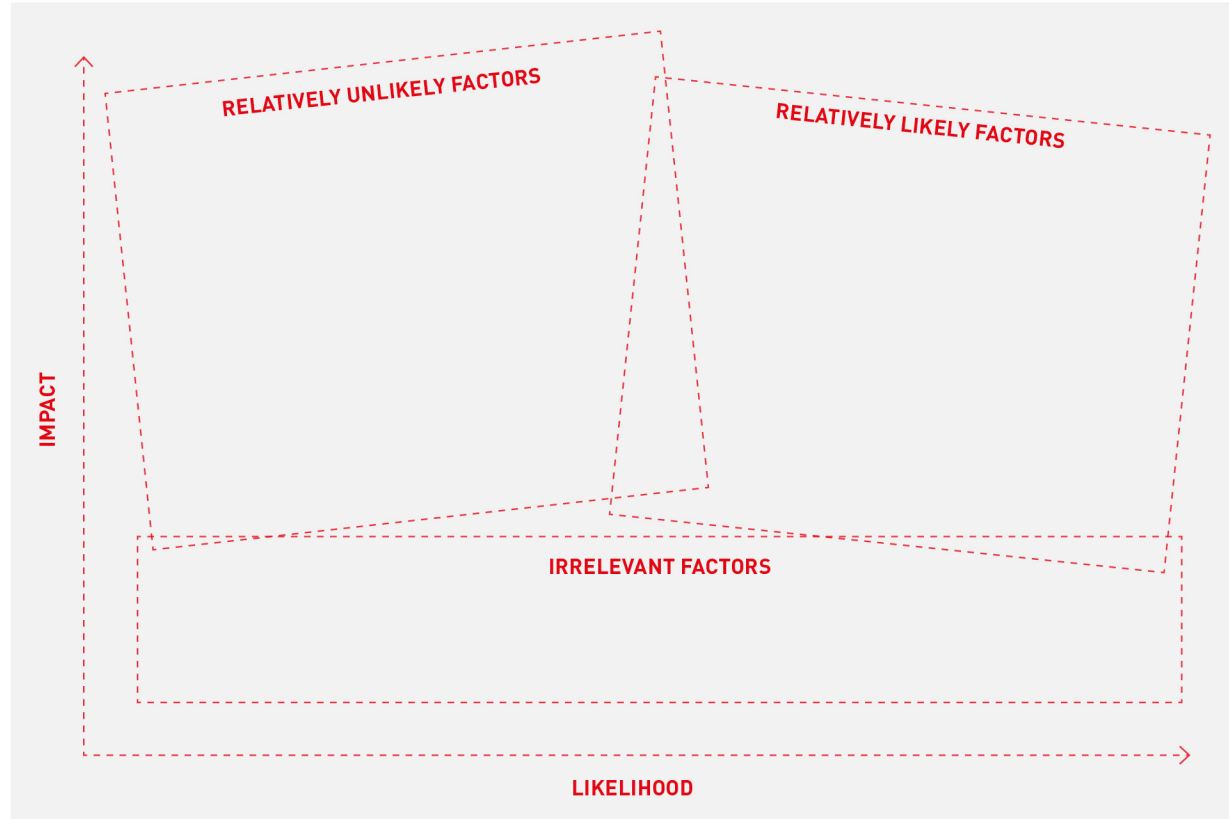
Brainstorm and share as many trends as possible in the five STEEP categories.

Please use color-coding!

SOCIOLOGICAL	TECHNOLOGICAL	ECONOMIC	ENVIRONMENTAL	POLITICAL
				
				
				
				

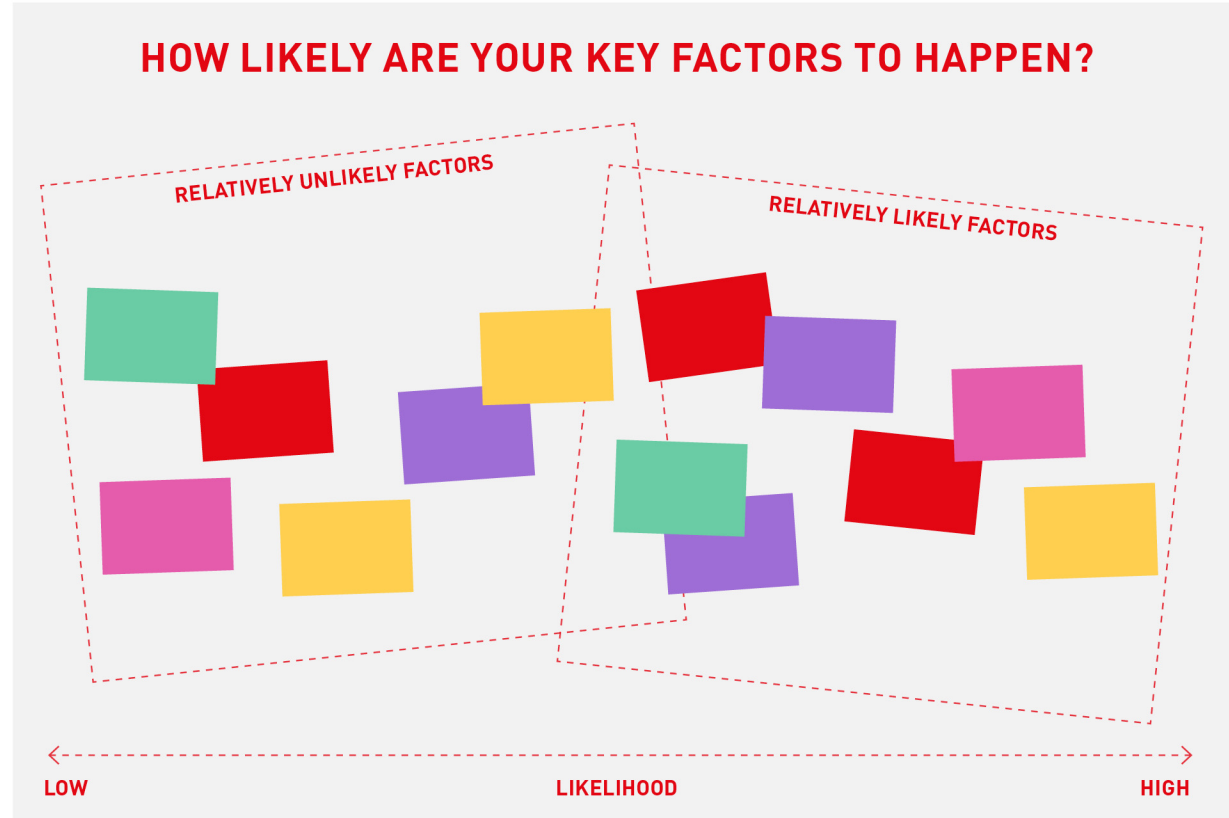
Key factor analysis

**Separates impactful
trends from those with
only little to no
consequences**



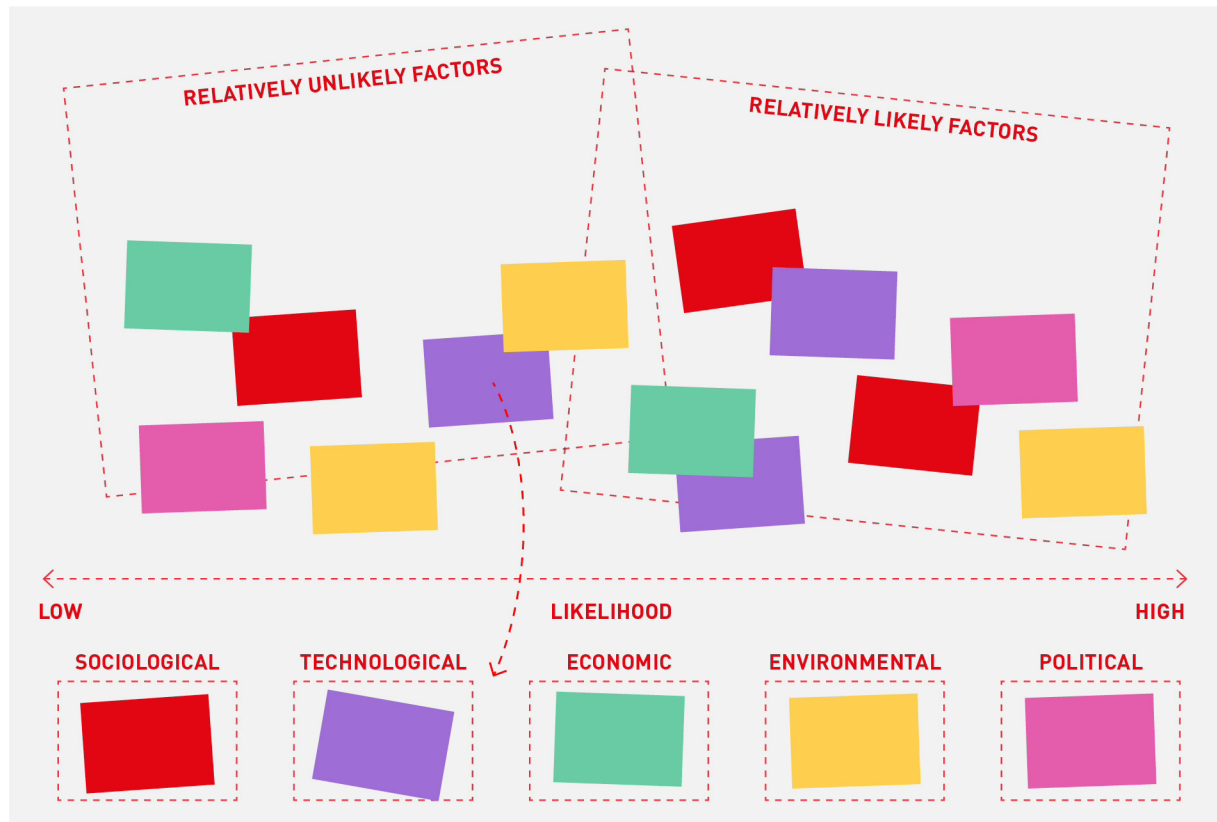
Key factor analysis

Choose one trend for each STEEP category, that will have a large impact on your business.



SCENARIO BUILDING

Form the basis
of your desirable
future using one factor
from each category.






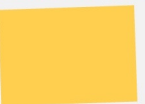

Scenario building

Bring the desirable future alive
by drafting a “Newspaper
article from the Future”.



Scenario building

Bring your desirable future alive and sketch a newspaper article that is published in your future scenario.

SOCIOLOGICAL	TECHNOLOGICAL	ECONOMIC	ENVIRONMENTAL	POLITICAL
				
HEADLINE: _____				

These questions can guide your writing:

- Who is your protagonist?
- What happened? What was the incident or problem?
- Why did that happen?
- What is the conclusion and your central message?

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Write to Hanna, Sarah & Rebecca via youngentrepreneurs@falling-walls.com if you want to contribute to the community!