EXPLORING TRENDS

WORKBREAKER

Innovation Tool: Future Trends

This tool helps small and large groups to identify key transformative trends over the next three years, explore their consequences, and begin to look at how they can be met to create business opportunities. By the end of the workshop, participants create a list of most relevant trends; and an elaboration on three most-important trends, including ideas around how their organization/s could act to meet those trends.

Time Frame: 60-120 minutes
Group Size: 2-40+
Facilitation Level: Medium

Step 1:

Introduce the purpose of the workshop. Explain that we are going to discuss transformative retail trends in the near future and explore how our organization/ might act to meet those trends. Come prepared to the activity with 3-5 trends impacting your category to discuss.

Step 2:

After presenting the trends, divide the participants into groups - one for each trend. Now the groups will collaboratively research their trends using their devices. They will spend about 10 minutes finding examples of their trends. Groups will then present their examples back to the entire group.

Step 3:

After the presentations, explain that the next step is to quickly prioritize the trends in terms of which will have the biggest impact. It should around 5 minutes.

Use the Dotmocracy tool. It's perfect for helping large groups to make rapid prioritizations. Using sticky dots or markers (or online whiteboard feature if session is virtual), give each participant 3 dots (votes) to distribute across the trends they have posted up. They should base their voting on which trends they feel "will have the biggest impact on their business over the coming 3 years."

To help avoid group bias, ask them to select their votes in their heads first, then place their dots.

Once the votes have been placed, ask the group to select the 3 most-voted trends to explore in the next step.

Step 4:

The aim of this step is for the groups to collaboratively explore the most important trends and generate ideas around the business opportunities that they might open up.

Split the group into different groups again. Each new group will work with one trend, exploring its opportunities, consequences, potential risks, and imagining:

What does our company look like in three years it we fully take advantage of the opportunities of this trend?

What steps would we need to take today to begin moving that way?

Give each group a trend template (next page) and 15-20 minutes to complete it. Before they begin working, remind the participants that this is an exploratory exercise. They should work from what they know, sense and feel, and complete the template fairly quickly.

After they have completed the templates, have groups present back to each other.

**** If you want to extend this activity, you can add a discussion around "what do we need as far as technology, talent, and organizational changes" to make these trends a reality for our company.

Step 5:

Run a short check-out to create a sense of closure.
Explain the next steps to the group. What are you going to do with the trends and insights? How are you going to work with them as individuals and companies?

THE TREND:

Describe it in one sentence:

Biggest opportunity it presents:

Potential threat it presents:

What does our company look like in 3 years if we fully take advantage of the opportunities of this trend?

What steps would we need to take today to begin moving that way?