

Trend mapping

Moving from a current perspective based on conventions to a new perspective based on trends

BENEFITS	INPUT	OUTPUT
<ul style="list-style-type: none">• Challenges assumptions• Identities opportunities• Gives focus to the process	<ul style="list-style-type: none">• List of key aspects of the project• Understanding of key trends related to the project	<ul style="list-style-type: none">• Table with conventions, trends, and possibilities• Innovation opportunities

What it does

Trend mapping is a method that helps turn a current perspective into a new perspective to solving problems.

It is about challenging orthodoxies, questioning why things are the way they are, exploring possibilities, and making suggestions. Based on a good understanding of the latest trends, the method proposes how the current context may be changed for the better. The method helps participants think about the goals of the project It also suggests directions for further research.

How it works

STEP 1: List the key aspects of the project.

Speculate on which aspects of the project have the most need for innovation. For example, the aspects of a project on educational innovations might be "learning environments," "curricula," and "research programs," among others.

STEP 2: Identify trends related to project aspects.

Identify the latest trends affecting the various aspects of the project For example, for a project on educational innovations, a trend related to "learning environment" might be "learning environments are becoming distributed due to developments in communication technologies:

STEP 3: Describe current perspectives based on conventions.

Describe the current conventions about each project aspect For example, a convention for a "learning environment" is a physical classroom. Describe this current perspective under the "From... " section.

STEP 4: Describe new perspectives based on trends.

Based on your understanding about trends from Step 2, speculate about what could be possible. Think of how current conventions may be reframed. For the learning environment example, can physical classrooms be reframed as virtual learning environments? Describe the new perspective under the " ...To" section

STEP 5: Discuss innovation opportunities.

Discuss how these new perspectives can lead to potential innovations. Think of how the innovation intent could be framed up based on these new perspectives. Think about which of these new perspectives your organization has the greatest potential to deliver.