

THE WORLD'S FIRST

TREND-DRIVEN INNOVATION PROGRAM

26th November, 2021 | 6 hours

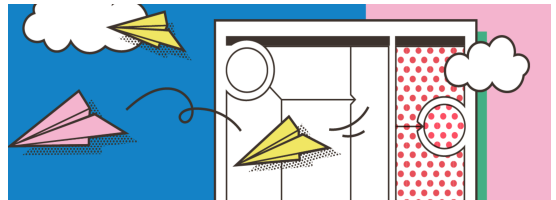
Live virtual session

Innovation driven by megatrends that define the future of consumer preferences.

 STATUS SEEKERS	 BETTERMENT	 EPHEMERAL	 FUZZYNOMICS
 PLAYSUMERS	 YOUNIVERSE	 HUMAN BRANDS	 BETTER BUSINESS
 PLAYSUMERS	 YOUNIVERSE	 INFOLUST	 PRICING PANDEMONIUM
 HELPFUL	 JOYNING	 POST-DEMOGRAPHIC	 REMAPPED
 LOCAL LOVE	 UBITECH	“Business success is ultimately about answering one simple question correctly: What are your customers going to want next?” – Henry Mason	

Watch. Decode. Innovate.

Picture courtesy: TrendWatching



Learn the essence of trend spotting, and trend-driven innovation methodology

Learn to spot trends and create new opportunities.

Consumer desires and needs are constantly evolving.

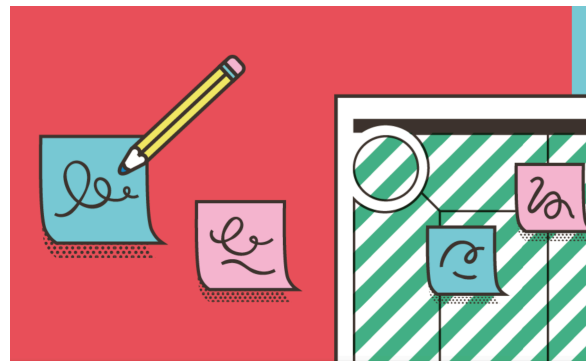
Brands need to continuously innovate to cater to the changing demand and stay relevant in the minds of the consumers.

“... the big, slow-moving currents – that taken together form a complete picture of consumerism today and where it’s heading.”

Learn in one day!

Equip your team with skills to scan, spot & analyze trends and mega trends and generate insights.

And turn insights into innovations to win in the marketplace.



Picture courtesy: TrendWatching

Trend-Driven Innovation for everyone.

Whether you're in the innovation department, marketing, product development, strategy or L&D, you and your team can leverage trends to create meaningful innovations.

Innovation and trends should be at the heart of every department organization to thrive in a fast-changing world.

A counter-intuitive truth to anticipate what people want next.

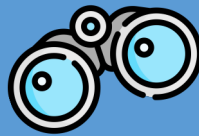
The Trend-Driven Innovation (TDI) methodology developed by TrendWatching addresses a powerful, counter-intuitive truth to anticipate what people want next.

That means learning how to draw powerful insights and identify patterns – from **Apple to Airbnb, Spotify to Swiggy** – and utilise these insights to create competitive advantage.

Workshop Takeaways



Understand the end-to-end trend methodology to identify and run with meaningful business opportunities



Learn how to identify patterns in innovations, and place it within a trend space to track & analyze relevant trends



Develop a trend-led strategy for your organization



Generate innovation ideas from trend insights



Build foresight and innovation culture in your organization



Practice TDI skills through various canvases and hands-on activities

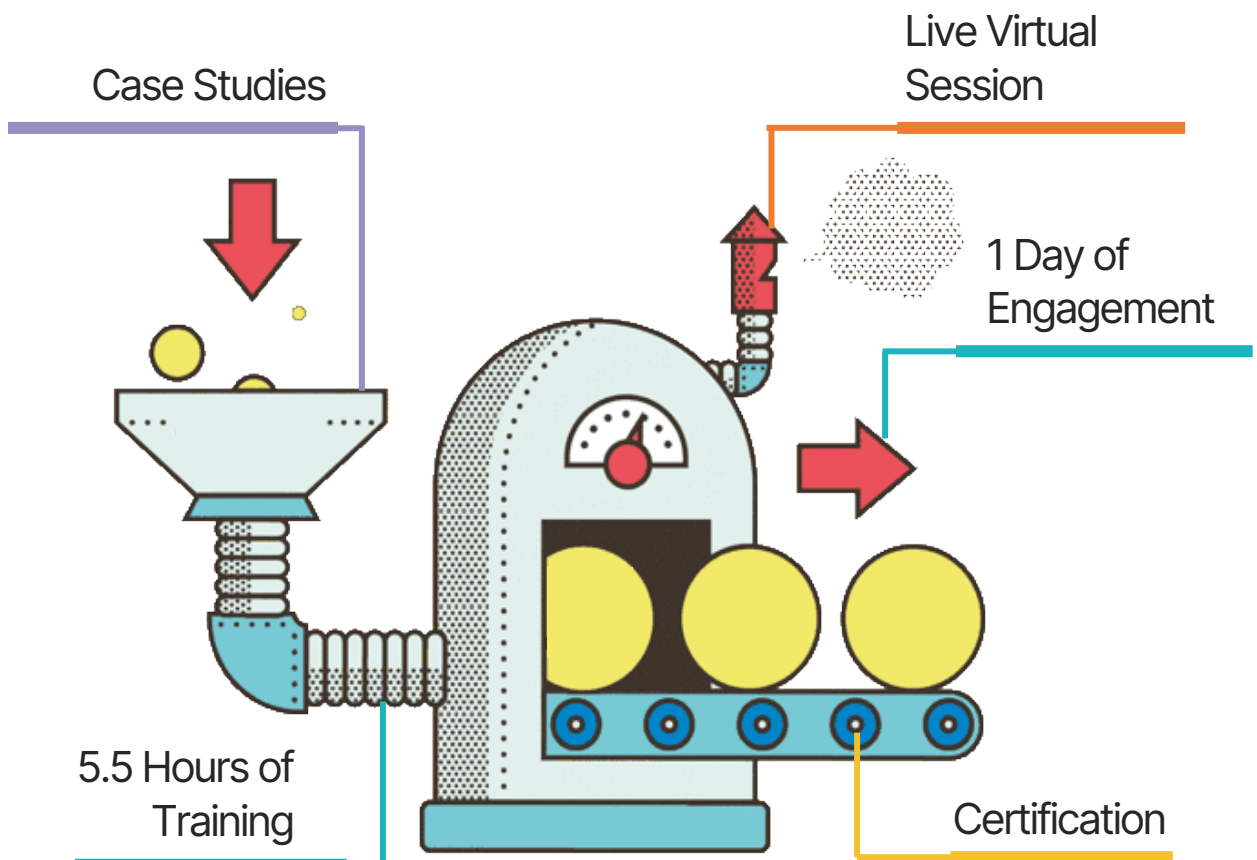
Methodology



The Program, is based on TrendWatching’s celebrated methodology for observing innovations, decoding the underlying trends, scanning for mega trends, and then applying the methods for meaningful trend-driven innovation.

This virtual instructor-led workshop has been designed to give you the basics of the Trend- Driven Innovation methodology by immersion in collaborative exercises, dynamic discussions, relevant readings, and quizzes.

Structure of the Program



Workshop Curriculum

The curriculum is focused on developing a foundation on trends, the research process and analysis done to curate the megatrends that drive consumer behaviour.

One-day instructor-led virtual session

MODULES

DESCRIPTION

1

Welcome

12:30 - 13:00 IST
(30 min)

- Introduction
- Ice-breaker to allow for a mini networking within breakout

2

Purpose

13:00 - 13:20 IST
(20 min)

- Why purpose
- Frameworks for Purpose

3

Break

13:20 - 13:45 IST

4

Methodology

13:45 - 14:05 IST
(20 min)

- Fundamental Trends Elements

5

Trends

14:05 - 15:10 IST
(65 min)

- 5 Global Trends that will impact India
EXERCISE: Trend Baby

6

Break

15:10 - 15:35 IST

7

CTC

15:35 - 17:05 IST
(90 min)

- Part 1: ANALYZE - Explanation
- Part 1: ANALYZE - Breakout
- Part 2: APPLY - Explanation
- Part 2: APPLY - Breakout

8

Research Systems

17:05 - 17:40 IST
(35 min)

- Core Content Vault, our proprietary research system
- Q&A

9

Wrap Up

17:40 - 18:00 IST
(20 min)

- Feedback, Virtual Photo, Promo, etc

Course Instructor

Based in Barcelona, but with a professional background split across various advertising agencies and consultancy firms in Europe and Latin America, Livia's passionate about consumer trends and has a wealth of experience helping Latin American brands to further their purpose missions. She has presented TrendWatching keynotes and workshops to business professionals in over 30 cities across the globe.

As Head of Academy, Livia helps TrendWatching clients around the world to enact meaningful change using our Purpose-Driven Innovation methodology, while also planning and executing TrendWatching Academy's global e-learning strategy. Having previously managed twin, TrendWatching's 900-strong spotters' network, Livia has a firm understanding of how trends manifest across continents. She brings her 'glocal' expertise to bear as the content lead for Latin America; producing reports, workshops and keynotes to help clients seize emerging opportunities in the region.

Livia has worked on creative projects with **Warner Media, BBK and General Assembly**, and provides ongoing mentorships to students at **HEC Paris, Hogeschool van Amsterdam and the University of Newcastle** (among others).



Livia Fioretti

Head of
TrendWatching Academy

TrendWatching Partners with QGLUE for India!



Founded in Amsterdam in 2002, **TrendWatching is one of the world's leading consumer trend firms**, supported by a network of 1,700+ spotters in more than 80 countries, who relentlessly scan the globe for emerging consumer trends and new innovations.

Their core team is based in Amsterdam, Berlin, Singapore and New York, and is supported by associates and partners in more than 20 countries.

Their trend updates inspire **100,000+ business professionals from 180 countries, subscribing via email, WhatsApp, Telegram, Slack** and more.

TrendWatching has assisted 1100+ clients



About QGLUE

QGLUE is the design and innovation arm of QAI. It brings a unique Design and innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

QGLUE helps create impact for various organization by:

Empowering Workforce for Innovation

Enabling Enterprise for Innovation

Deliver Innovation Outcomes

Speak to our team:

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and

