

THE : FUTURE : LABORATORY

The Trends & Foresight Academy Masterclass

Don't be intimidated by the future; learn how to harness its potential with our in-depth series of strategic foresight seminars

Hello,

Thank you for downloading the syllabus for my **Trends and Foresight Academy Masterclass**.

As co-founder of The Future Laboratory, I'm a long-time student of the future, and have worked with over 1,000 businesses in 50 countries to help them unlock tomorrow in practical, inspirational and game-changing ways.

My books – The Tomorrow People: Future Consumers and How to Read Them, and The Trend Forecaster's Handbook – were both developed as business and academic handbooks, and the latter is now used by The Future Laboratory's strategic foresight team, along with partners such as Spotify, Google, Nike, L'Oréal, Adidas, Chanel and others to identify, map and harness consumer change over a 3-, 5- and 10-year timeframe.

Academically, I hold an MA from Central Saint Martins, an honorary doctorate from Coventry University, have worked as a fellow at Nottingham and Trent University, and developed, taught or co-partnered on trend and foresight courses at The London College of Fashion, Central Saint Martins and the University of East London – all with a view to blurring the gap between academic needs and industry requirements.

This is how and why The Trend and Foresight Academy came into being – as a way to help you develop and hone your trend and forecasting skills intellectually and culturally, but to do it in an industry-friendly, job-ready fashion.

Working with students and fellow professionals across key lifestyle industries, The Trends and Foresight Academy has been designed to help you learn, unpack and use the tools and techniques needed to map futures more accurately – not just to forecast trends, but to better understand and use those tools that allow you to engage with the future in meaningful, practical and proactive ways.

My online course is made up of 24 individual modules, each consisting of easy-to-follow video lectures by myself, PDFs about the key trends covered, podcasts with industry professionals, links to further reading, viewing and listening resources, and a continually updated reading plan.

Read on to find out more about each of the 24 modules. The future, as you'll learn, isn't a foregone conclusion, but a place where intelligently developed forecasts can help us to imagine, build and deploy better tomorrows for everybody.

Martin Raymond

Co-founder, The Future Laboratory



Who is it for?

A professional-level educational journey and experience for MBAs, creatives, strategic foresight teams and corporate practitioners who are keen to hone their existing skills. Or for students and industry newcomers who want to become strategic foresight, innovation and trend forecasting professionals.



What will you learn?

Martin Raymond takes you on a step-by-step journey through the latest techniques, strategies and methodologies used by global forecasters and consultancies to identify tomorrow's big trends today. Learn how to explore trends, create accurate forecasts, develop your own scenarios and sharpen your strategic foresight skills.

Why join our academy?

Completing the full Trends and Foresight Academy's masterclasses demonstrates your dedication to enhance your strategic foresight, innovation and trend forecasting career. You can even add our Trend and Foresight Academy's Certificate of Achievement to your CV or LinkedIn profile to showcase your professional skills.



: 100% online course

: Start instantly

: 24 video modules

: 70+ trend PDFs

: 10+ industry and foresight
industry professional podcasts

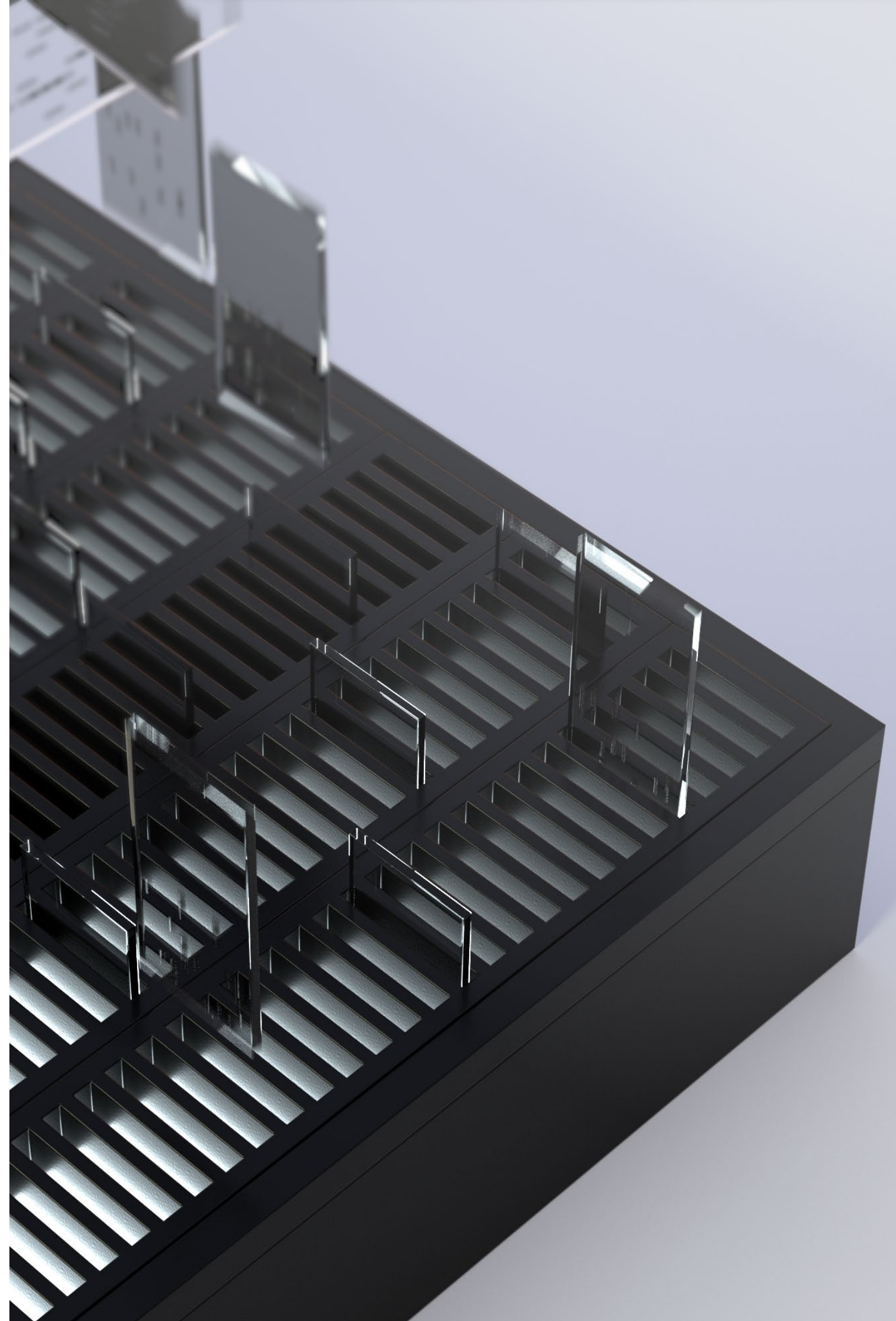
: Interactive questionnaires
to test your knowledge

JOIN NOW

Curriculum Summary

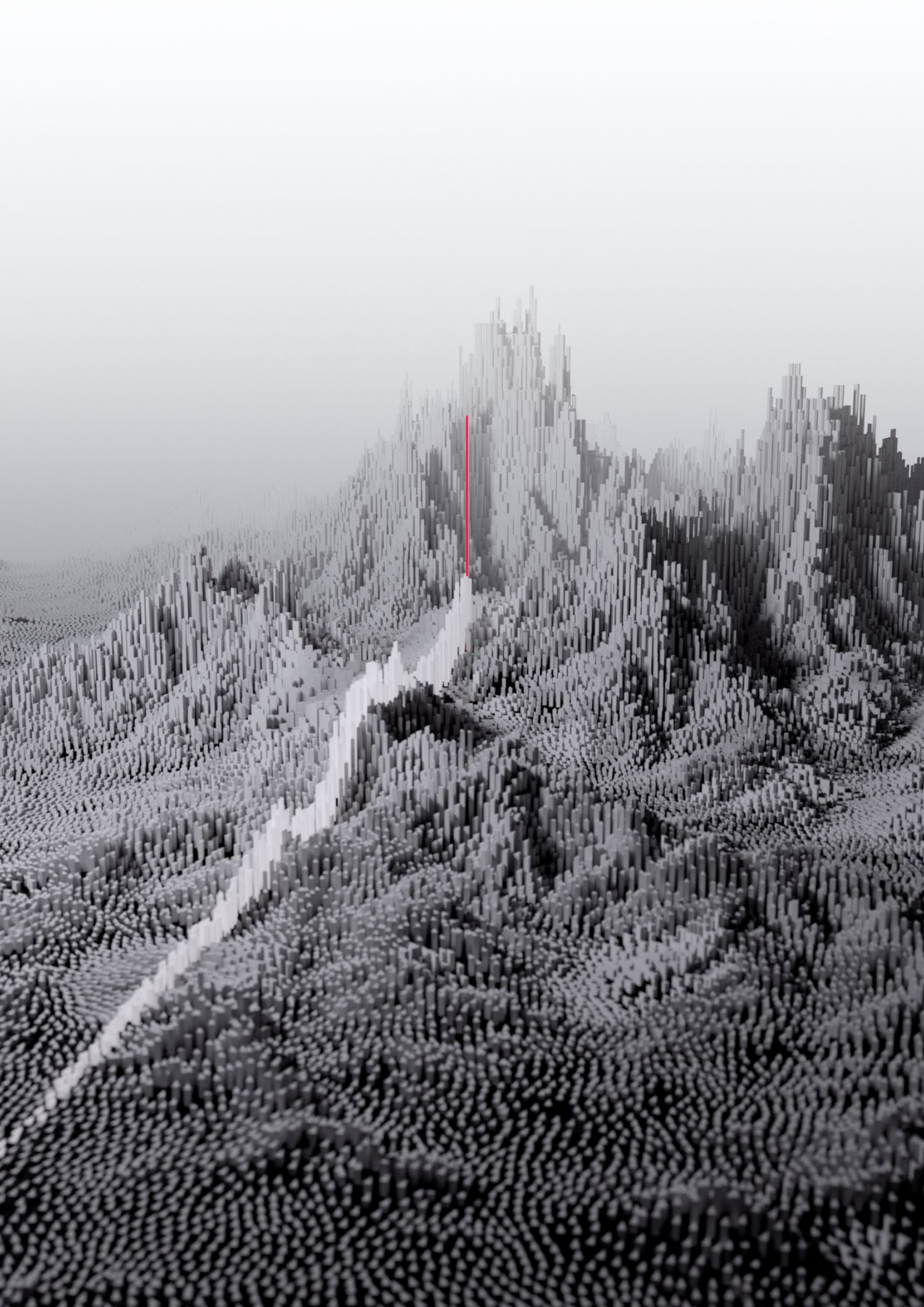
Level 1 – launching November 2020

- 1. The Anatomy of a Trend**
A practical introduction to trends. How to identify them. Pattern recognition Anomaly mapping The Diffusion of Innovation Curve.
- 2. Basic Forecasting Techniques**
Identifying weak-signal shifts. Interrogating emerging sectors. The power and role of memes in the forecasting process.
- 3. Cultural Brailing Unpacked**
The role of social listening. coolhunting explained. Using cross-cultural analysis to develop better forecasts. Heterophilous thinking versus homophilous approaches to forecasting.
- 4. The Deviant's Toolkit**
Fringe thinking in forecasting. Cultivating a deviant mindset. Avoiding filter bubbles and cultural bias traps. The forecaster's nose. Thin slicing.
- 5. Alternative Foresight Frameworks Revealed**
Basic forecasting frameworks. How to ask the right questions. Assembling your expert panel.
- 6. Forecasting and Research Methodology**
Trend index wheels. desk research approaches. Bias screening. Creating your own quantitative and qualitative surveys.
- 7. Intuitive Forecasting**
The science behind intuition. left brain versus right brain thinking. Gut instinct and its role in forecasting. Cultivating an intuitive skills base. Historic awareness and the role of presence in forecasting.
- 8. Understanding Flash Foresight**
Developing a flash foresight framework. The role of strategic instinct in forecasting. How to develop and hone your flash foresight abilities. Suspension of logic and the role of imagination.



Curriculum Summary

Level 2 – launching January 2021



9. Three Horizon Mapping
Alternative future maps. Developing plausibility cones. Possible, probable and preferable future framework development. Backcasting to understand tomorrow's requirements.

10. Network Forecasting
Exploring hierarchical, collaborative and distributive networks. The role networks play in effective forecasting. Harnessing the wisdom of crowds. The 80/20 principle.

11. Foresight Network Laws
How networks generate insight. The law of preferential attachments. Weak-tie rules. Recruiting for diversity. Nodes, hubs and super-hubs, and their role in network fitness.

12. Hierarchical and Collaborative Networks
How and why a network's design affects a trend's delivery. Foresight silos and how to avoid them. Developing your own collaborative innovation networks.

13. Distributive Networks Explored
Determining a network's purpose. Federated insight flows. The role of adversarial collaboration. Givers, takers and matchers, and how to manage them for network success.

14. Cultural Triangulation
Using interrogation, observation, intuition. Determining the focus of your research. Asking the right questions. The quantitative versus qualitative approach to research. Deploying quant and qual when researching tomorrow.

15. Ethnographic Mapping
Ethnographic research explored. The techniques and ethics of foresight field work. The changing role of 'netography' online. The importance of trust and transparency in interviews and field studies.

16. Quantitative Polling for Forecasts
The role of experts. DIY consumer polling. Writing compelling questionnaires. Report framing, development and execution.

Curriculum Summary

Level 3 – launching February 2021

- 17. Scenario Planning Basics**
Origins and uses. Exploratory scenarios and how to use them. Scenario planning stages unpacked. Key stages to consider and deploy. Probable, possible, preferable and unpalatable tomorrows.
- 18. Advanced Scenario Planning**
Determining the question. Contextualisation. External drivers. Ranking and ranging. Naming and framing.
- 19. Narrative Storytelling**
Alternative scenarios. The role of narrative in scenario planning. Logic and storytelling. Distillation and dialogue. Validation and refinement.
- 20. Alternative Forecasting Methods**
Backcasting and its role in future mapping. Understanding the Delphi Method. Future wheels and how to use them.
- 21. Forecasting and Innovation**
Down and dirty research methods. Scenario planning for product development. Plausibility cones and Three Horizon mapping in the innovation and development process.
- 22. The Innovation Sprint Workshop**
Sprint labs and how to run them. Defining roles, aims and objectives. Assembling accurate research material. The role of the expert panel. Presenting the evidence. The role of Innovator and Early Adopter consumers.
- 23. Concept Ideation and Development**
Trend funnels. Opportunity cartograms. DIY prototyping. Understanding the Goldilocks Principle. Exploring the Rule of Five.
- 24. Forecasting for Tomorrow**
The best techniques to consider. The key challenges to embrace. Understanding when to deploy preferable, plausible and possible forecasts. The role of unpalatable thinking and forecasts in the futures scenario process.





Buy the masterclass

Modules can be purchased as three separate levels, or as the full programme of learning and skills development for students, professionals or global corporate teams.

Prices:

Level 1 (modules 1–8) – £100

Level 2 (modules 9–16) – £100

Level 3 (modules 17–24) – £100

Full Academy (modules 1–24) – £250

*Students can apply for a 50% discount off the full academy price

BUY NOW