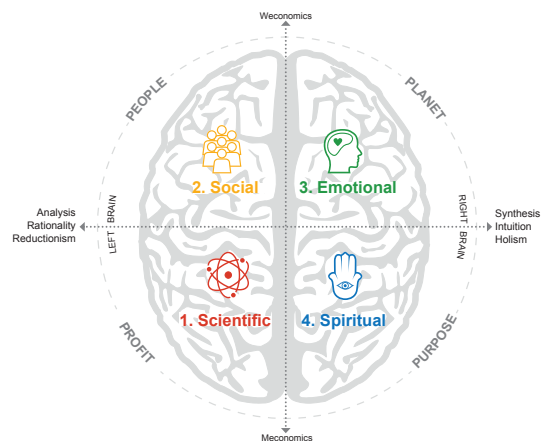


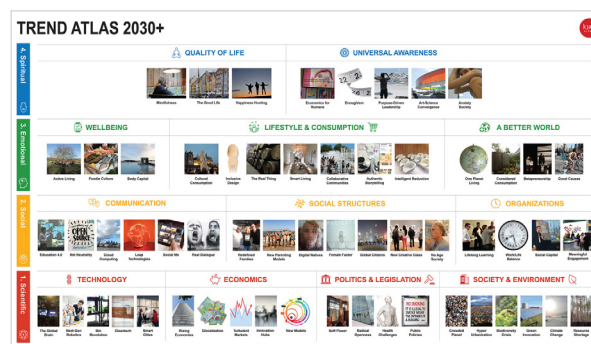
The future is not just somewhere you go, you create the future

Our Mindset



4P Business model

New thinking is needed to encourage inclusive leadership with the purpose of fostering multi-stakeholder value and drive sustainable high performance. Our 4P business model was launched at *The Economist's* The Big Rethink conference in 2012. The 4P philosophy is based on balancing betterness with business. Because once you have a positive impact on *People* and *Planet* – with a *Purposeful* ethos to match – then you cultivate more resilient and *Profitable* ventures.



Multidimensional Thinking

Our holistic methodology is the foundation of everything we do. Using a multidimensional platform we filter insights through the *Scientific*, *Social*, *Emotional*, and *Spiritual* dimensions of society to explore the interconnected layers of trends. This enables us to evaluate how they will evolve and affect tomorrow's reality in a mid to long-term timeframe.

The Trend Toolkit

Trend Management Process

We can all learn to take advantage of change. The trend management process provides you with the right tools for navigating the future. We guide and train people in trend mapping, visioning and scenario planning – all required for confident strategy work and business transformation. Using our versatile trend toolkit we teach individuals and organisations how to cultivate an open mindset and new leadership skills to foster innovation culture. Offering our unique outside-in perspective we help drive changemaker initiatives forward.



Our Book

We are a multidisciplinary team with a diverse network of international visionary practitioners led by Anne Lise Kjaer. Our methodology is recognised around the world for its contribution to successful Trend Management. Our groundbreaking book *The Trend Management Toolkit: A Practical Guide to the Future* is published by Palgrave Macmillan in English and Chinese.



Services

What Why How

We help companies navigate complexity and decode trends to explore, rethink and shape the future. Our unique trend management toolkit draws on design-thinking methods to bring new ideas and innovation concepts to life. We inspire organisations to engage in open dialogue about people and society.

Kjaer Academy

Learn how to think, work and play like a futurist and understand trends. Explore future ideas and create your own trend compass. This will help you build successful strategies to foster new thinking, fuel sustainable growth, and stay ahead of the curve.

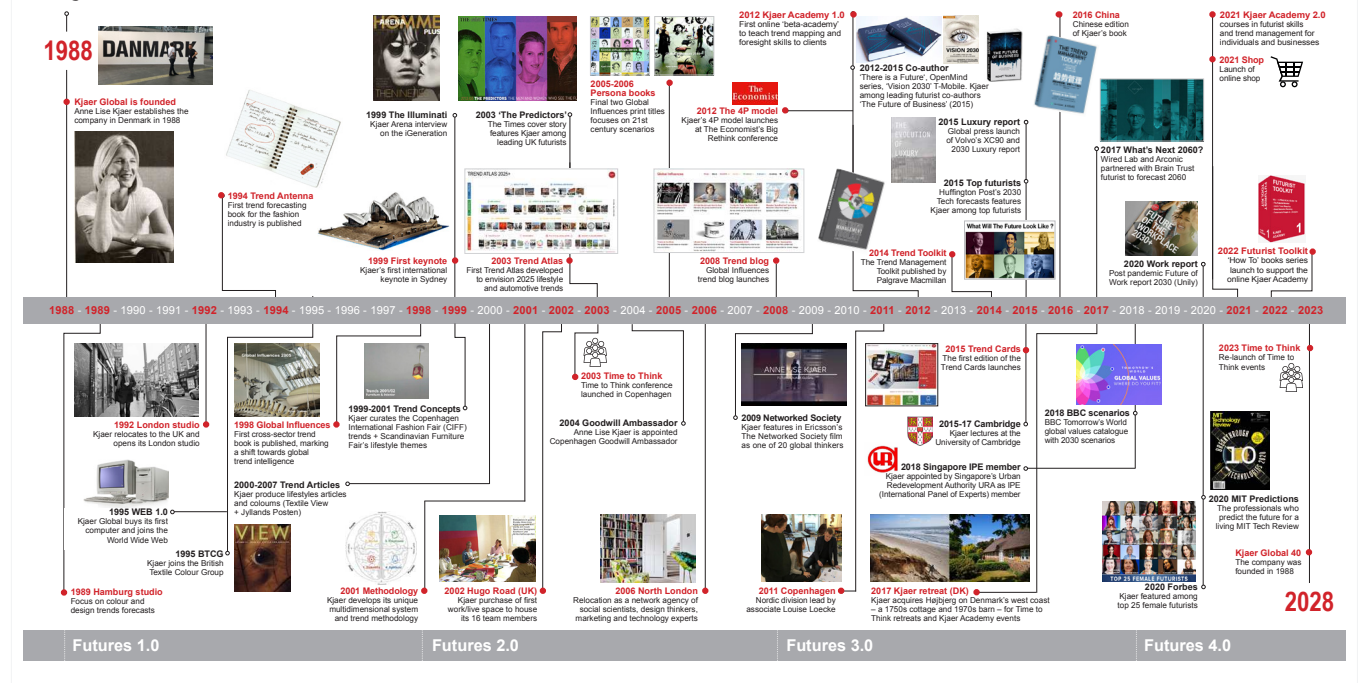
Talks and Workshops

Our bespoke talks and workshops help you navigate complexity. Our trend toolkit will kick-start your journey into the future and foster innovation culture. We help you prepare for change and understand the context of your business in tomorrow's world.

Tailored Projects

In a collaborative process, we help you develop actionable future roadmaps to suit your specific brief and budget. A trend audit will help you identify key trends, exploring risks and opportunities impacting society, business and people.

Kjaer Global's Timeline – Past, Present, Future



View online: kjaer-global.com/team

How we work

In a fast-changing landscape of diverse influences and influencers we monitor contemporary culture – from new lifestyle patterns to the arts, technology and economic shifts. We explore and assess today's core trends in our mission to make sense of tomorrow's world. Our trends and insights are underpinned by evidence-based research. To identify global change drivers we draw on local experts, ensuring 'deep' regional knowledge and 'insider' information, supported in a meaningful trend management ecosystem.

Our Expert Team

All our projects are led by senior experts and supported by Kjaer Global specialists, both in-house and around the world. Our team is drawn from multiple disciplines. We research, analyse and strategise to narrate key developments in politics, social sciences, global studies, economics, disruptive technologies, the environment, transportation, urbanism, architecture, design and consumer behaviour.

We help companies navigate complexity and decode trends to explore, rethink and shape the future

Trend management is a collaborative process providing you with the right toolkit to navigate the future

Ask us anything about the future, our courses, or your project

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