

SYLLABUS

Kjaer Academy online foundation course module 1

THINK



***“The more people who learn how to think like futurists,
the better the outlook for tomorrow’s world”***

Think, Work and Play Like a Futurist is the Kjaer Academy foundation course in trend management. You are introduced to the mindset of a futurist, and guided through the practical skills, methodology and toolkit that will enable you to navigate the future and make future insights work for you.

In 3 core modules of Think, Work & Play you will explore the concepts of future thinking

WHY cultivating whole-brain thinking is key to a futurist

WHAT trend forecasting is and where it originates

HOW to master the essential tools of the futurist

A futurist mindset is known to lead to informed strategies, greater innovation capacity, and a better bottom-line. It will also enhance the ability to work and lead with more purpose. The course is structured to suit self-study at your own pace, and you are supported throughout the modules with inspiring bite-sized podcasts, videos and other engaging course material. You will be able to test your learning and join open discussions with other students at the academy.

Learning tracks

We understand that people learn in different ways and that not everyone has the same needs or time available. For this reason, we have structured the course for you to choose a learning track to suit your needs.

NEED TO KNOW: Learn the core principles from our bite-sized lessons, videos or podcasts.

NICE TO KNOW: Read the course material and engage in exercises for a medium proficiency level.

TAKE IT FURTHER: The deep learning experience. Read widely, engage in all exercises and connect with fellow students.

Committing to the deep learning track count towards a Kjaer Global futurist certification and can lead to becoming a Kjaer Global Goodwill Ambassador. Contact us to find out more and discuss your particular needs and wants.



Three different learning tracks to suit your mode of learning



All you need for this module is a notebook

The foundation course in practical trend management is delivered in 3 modules:

THINK: To fully be able to use the practical methods and tool of the futurist you will first have to get into the mindset of the futurist. The first module covers the skills and habits that enable a futurist to work with the future in a consistent, credible and inspiring way. This is what we call the futurist mindset. You will explore the What and How and not least Why it will be essential to be able to think like a futurist in the future.

WORK: What does it mean to work as a futurist and where did the idea of thinking about the future originate? The second module introduces you to the various methods of future forecasting and some key inspirational futurists and thinkers. We will introduce you to the terminology of the futurist, and the anatomy and classification of trends. To conclude you will learn about the unique Kjaer Global 4P model. In short this module is your insight into the work of a futurist.

PLAY: The Play module of the course is where we get practical and play around with the trend management toolkit. You will learn how we manage the processes and where to apply core tools of our sense-making toolkit. You will understand why we have an iterative process based on design thinking and what is the best way to assess the impact of a trend. These are some of the concrete practical lessons and exercises you will explore when you learn how to play like a futurist.

Who is it for?

Think, Work & Play Like a Futurist is designed for you to

- understand how to unleash the power of foresight and hone your future awareness
- apply trend management in your professional life or for self-development
- discover a system that will allow you to anticipate future developments
- boost individual and organisational resilience and manage change
- engage in open dialogue, nurture your creativity and inspire positive change

Take your learning further in our specialist masterclasses, by booking a workshop or a one-to-one consultation with a Kjaer Global futurist. Contact us to find out more and discuss your futurist ambition.

The course is suitable for teams and individuals looking to

- cultivate and activate a futurist mindset
- identify opportunities and challenges ahead
- boost innovation capacity and manage change
- make the future work for you, as an individual, organisation, business, community or society

You will leave this course with

- future awareness and tools to cultivate the mindset and skills essential to Think like a futurist
- key principles and applications of trend management essential to Work like a futurist
- practical understanding of key tools and processes essential to Play like a futurist
- understanding the 4P business model and value proposition essential to your next steps

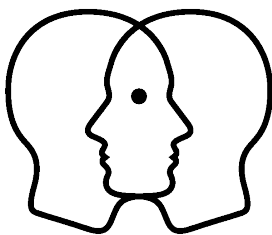
“What you learn will be useful whether you look to develop as an individual or as a business”



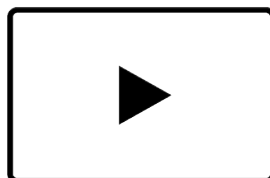
Learn at your own pace

Course materials

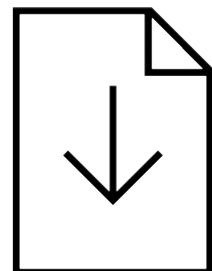
- Exclusive bite sized videos
- Inspirational video and podcast lectures
- Interactive exercises and quizzes
- PDFs for download



**Interactive exercises
& quizzes**



**Bite sized video
& podcast lectures**



**Downloadable
course material**

Module overview

LESSONS IN THIS MODULE

THINK

00 Introduction

- Welcome to the 'Think Like a Futurist' course!
- Introducing trend management
- The future is not somewhere you go...
- Trend management is a method *and* a mindset
- Meet your instructor

*“The future is shaped by our choices and actions –
meaning that we are all active change makers”*

BACKGROUND

01 The value of time to reflect

For your first lesson, we highlight the importance of taking time out to think and why it is key to creativity, innovation and the future of leadership

Topics

- Time to think
- Corporate culture and busy as the hallmarks of success
- Leaders who take time out to think
- Why you need time to reflect
- Making timely decisions today about tomorrow

*“Trend management is essential to engage with change and
shifting from a mindset of short-term reaction to long-term planning”*



Cultivate your futurist mindset

MINDSET

02 Shaping a futurist mindset

In this lesson we discuss what it means to have the mindset of a futurist, the benefits of planning for the future and why this matters.

Topics

- **The mindset of a futurist**
- **Inspired thinking**
- **Planning for the future**
- **Why scenario planning matters**

“The difference between a gifted trend spotter and a futurist is the ability to challenge how things are in to order to imagine how they could be”

Module overview

LEARNING

03 Lifelong learning

We explore why lifelong learning is the new norm and how it can make you future resilient. We introduce you to the concepts of a beginner's mind and visioning, and discuss how to harness the power of change.

Topics

- Foster a love of learning
- Empathy and the beginner's mind
- The power of vision
- A beginner's guide to visioning
- Harnessing change (a positive outlook)

“Learning for futurists, is also about 'learning transfer' – taking what you learn in one context and applying it into another”

MINDSET

04 Habits of the futurist

Now we know what kind of mindset we are trying to develop for ourselves, and in this lesson we look at some of the routines and habits we need to cultivate to get there.

Topics

- Routine, Habit or Ritual
- What habits make a futurist?
- Developing a futurist mindset
- Forming habits to cultivate an open mindset
- Making the future happen

“A common mistake is trying to change a particular behaviour without keeping an eye on the person you need to become to make that new habit work for you”

Module overview

METHODOLOGY

05 Whole-Brain Thinking

Learn what we mean by whole-brain thinking, where it comes from and why it is so important to trend management.

Topics

- How to see the full picture
- Rethinking human decision making
- A multidimensional model
- Developing critical thinking
- Thinking fast and slow

“A key assumption that took root during the 20th century is that people base their decisions on rational judgment”

SENSEMAKING

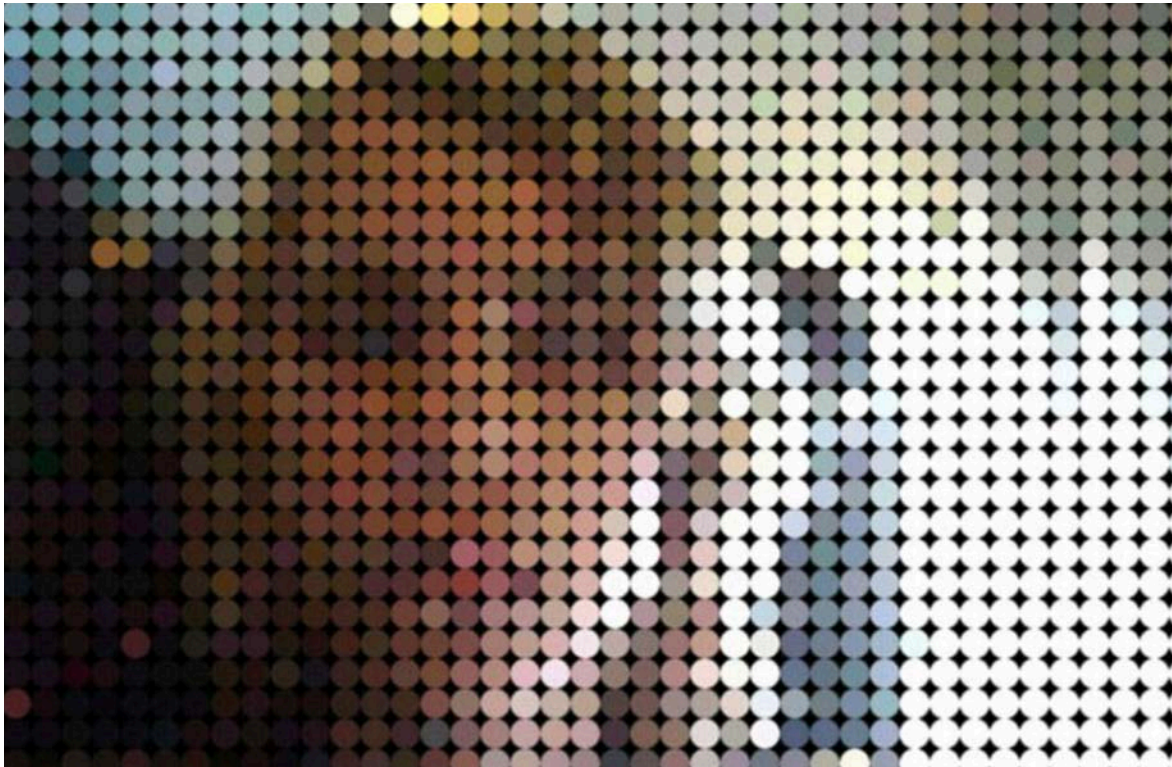
06 Connecting the Dots

How we can make knowledge meaningful? This lesson explores how the power of intuition and intelligent reduction are routes to connecting the dots and extracting meaningful insights from complexity.

Topics

- Knowledge, experience and sensemaking
- Creativity and informed intuition
- Models of reasoning
- Occam’s razor
- The futurist manifesto

“Identifying key drivers and trends is a process of connecting the dots to make sense out of complex and, at times, contradictory elements”



Intelligent reduction are routes to connecting the dots

What you will take away

By the end of the THINK module you will be familiar with the routines, habits and skills of futurist thinking. You will have examined, and be closer to understanding your own thinking style.

Now it's time to move on to the WORK module. Here we will explore the origins of futurology and how we can look to the past and present to understand the future.

Recommended reading

NEED TO KNOW

THINK: Core principles

The Trend Management Toolkit – A Practical Guide to the Future

Anne Lise Kjaer – Palgrave MacMillan (2014)

Future Shock

Alvin Toffler – Random House (1970)

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn”

Alvin Toffler, futurist and author

NICE TO KNOW

THINK: Medium proficiency

Atomic Habits – An Easy & Proven Way to Build Good Habits & Break Bad Ones

James Clear – Random House (2018)

Thinking, Fast and Slow

Daniel Kahneman – Penguin (2011)

Sensemaking – The Power of the Humanities in the Age of the Algorithm

Christian Madsbjerg – Hachette UK (2017)



A gateway to new thinking

TAKE IT FURTHER

THINK: Deep learning

How to have a Beautiful Mind

Edward de Bono – Vermillion (2004)

Creative Schools – Revolutionizing Education from the Ground Up

Ken Robinson and Lou Aronica – Penguin (2015)

Problems of Knowledge – A Critical Introduction to Epistemology

Michael Williams – Oxford University Press (2000)



Business Development
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