

## **SYLLABUS**

### **Kjaer Academy Online Course Module One**

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# 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 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 futures 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

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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 you.

**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 Take-it-Further Track counts towards a Kjaer Global futurist certification and can lead to becoming a Kjaer Global Goodwill Ambassador.

Contact us at [info@kjaer-global.com](mailto:info@kjaer-global.com) 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 futurist course in practical trend management is delivered in 3 modules:

**THINK:** To fully be able to use the practical methods and the futurist toolkit, 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 futures 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 futurist 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. This module will have concrete practical lessons and exercises where you will explore and learn how to play like a futurist.

# Who is it for?

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## **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-mastery
- 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.

## **This course is suitable for**

- consultants
- leaders
- educators
- strategists
- designers
- changemakers who want to make a difference

## **The format is designed for teams and individuals looking to**

- cultivate and activate their 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"***



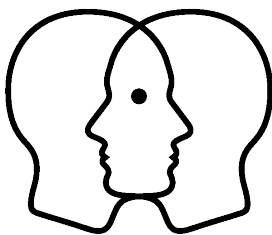


Photo © Brooke Cagle, Unsplash

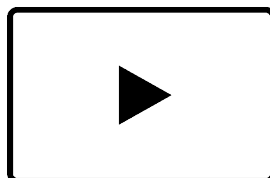
Learn at your own pace

## Course materials

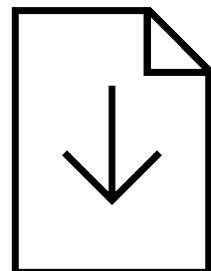
- Exclusive bite sized videos
- Inspirational video and podcast lectures
- Interactive exercises and quizzes
- PDFs for download



**Interactive exercises  
& quizzes**



**Bite sized video  
& podcast lectures**



**Downloadable  
course material**

# Module overview

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## LESSONS IN MODULE ONE

# 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”***

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## 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

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## 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”***

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## 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
- Some essentials habits
- Developing a futurist mindset
- Habits to cultivate an open mind
- 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

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## 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
- Cognitive bias

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

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## SENSEMAKING

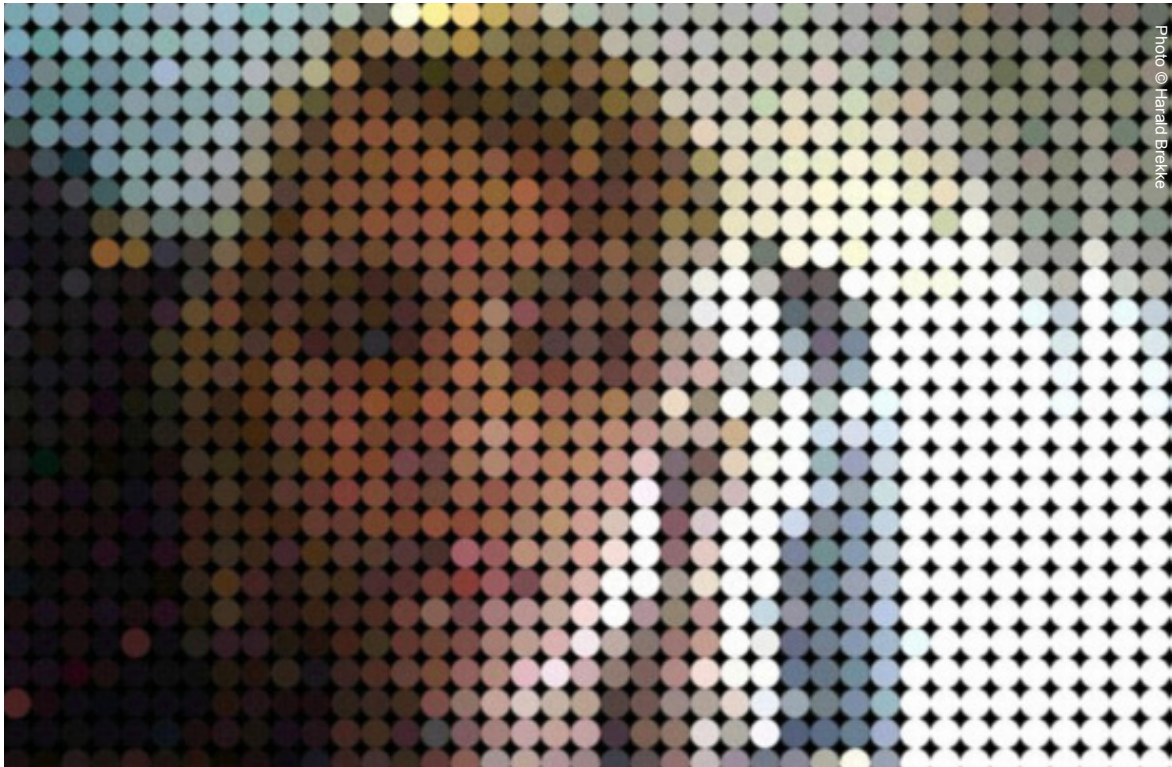
### 06 Connecting the Dots

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

- Sensemaking
- Creativity and informed intuition
- Models of reasoning
- Occam's razor
- The futurist manifesto
- Course outro

***“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 two. Here we will explore the origins of futurology and how we can look to the past and present to understand the future.

# Recommended reading

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## NEED TO KNOW

### THINK, WORK & PLAY: 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 Third Wave***

Alvin Toffler – Random House (1980)

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***“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**

#### ***The Creative Act: A Way of Being***

Rick Rubin – Penguin Press (2023)

#### ***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)

