

## **SYLLABUS**

### Kjaer Academy Online Course Module Two

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# WORK



Photo © The 200 year Project by Marten Baas

***“The future is not just somewhere we go  
– we create the future”***

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

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.



Three different learning tracks to suit your mode of learning

# Course structure

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## 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.

## 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



All you need for this module is a notebook

## 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.

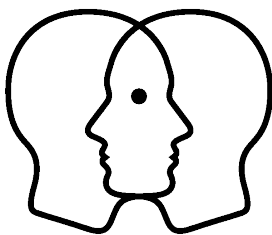
***"Fundamental change doesn't just start with inspiration  
– it starts with education"***



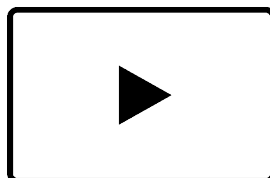
Learn at your own pace

## Course materials

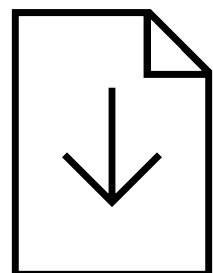
- Exclusive bite sized videos
- Inspirational video and podcast lectures
- Interactive exercises and quizzes
- PDFs for download



**Interactive exercises  
& quizzes**



**Bite sized video  
& podcast lectures**



**Downloadable  
course material**

## LESSONS IN MODULE TWO

### WORK

#### 00 Introduction

- Welcome to 'Work like a futurist'
- Introducing the course module

***"The future is already here.  
It's just not evenly distributed"***

William Gibson, author

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### BACKGROUND

#### 07 The Origins of Futurology

Concern and interest in the future is nothing new, but its praxis is constantly evolving. In this lesson we will look at the origins of futurology, highlighting some notable thinkers through time, also introducing you to the most dominant methods of future thinking in use today.

##### Topics

- The origins of foresight
- Futurology, a young art
- Scientific forecasting
- Social forecasting
- Intuitive forecasting
- Wild Card forecasting
- Multidimensional forecasting – a holistic system
- Key Thinkers overview

***"One of the fundamental assumptions in futures studies is that the future is plural,  
that tomorrow is not simply one inevitable future that is to be 'predicted'"***



We can look to the past and present to make sense of the future

## BACKGROUND

### 08 The evolution of society

In this lesson we explore how we can look to the past and present to make sense of the future. We explain how we use Maslow as a lens to view the progress of society and consumption, and discuss why the future is full of contradiction and paradox.

#### Topics

- History – an uneven curve of progress
- Looking to the past and present to imagine the future
- The 'Hierarchy of Needs' model
- Contradiction and paradox as norm

***“Put at its most simple;  
identifying trends is to identify change”***

# Module overview

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## METHODOLOGY

### 09 Asking better questions

We present you with the case for the importance of a proper system for navigating the future. You will learn why there is a growing need for sense-making and trend management. We also discuss how to ask the right questions in a fast-forward society defined by a sense of accelerating change and complexity.

#### Topics

- Sense-making in a fast-forward society
- Will more data mean better insights?
- Data, fake news, and our interconnected society
- Balancing tangible and intangible insights
- Checklist to asking the right questions

***“A key development defining our current society  
is the growing sense of accelerated change  
impacting on society, business and lifestyle patterns”***

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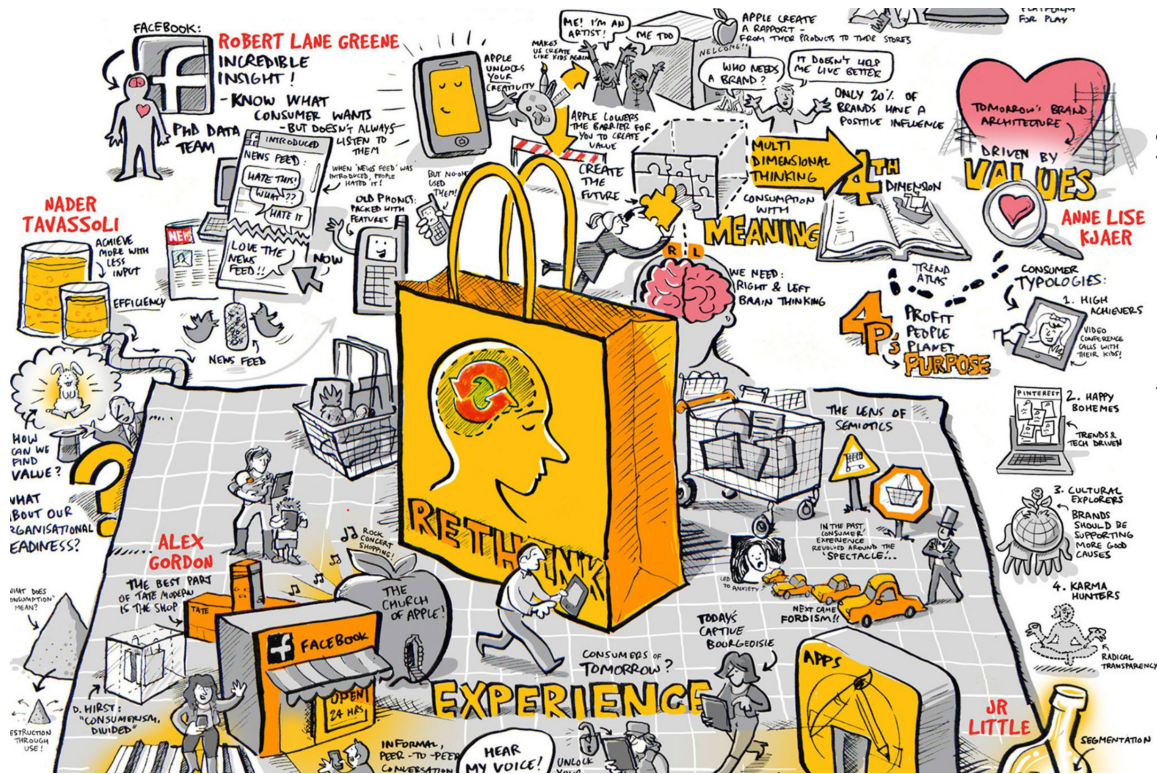
## METHODOLOGY

### 10 Anatomy of a trend

In this lesson we introduce you to the various types of trends and definitions that futurists work with in trend management processes.

#### Topics

- Definition of a trend
- The Kjaer Global Lens
- Structural drivers
- Macro trends
- Micro trends
- Paradigms
- Black Swans and Wild Cards
- Stylistic trends and fads



Visual Scribing by Oliver Prothero © Think Visually 2012

The Economist's Big Rethink Conference 2012 Consumers – Kjaer Global presenting their 4P framework

## METHODOLOGY

### 11 The 4P model

In this lesson you will learn about the unique Kjaer Global 4P model, how it originated, why we need a new model for business and society, and how the architecture of the model works.

#### Topics

- The search for meaning
- A global shift in values and priorities
- Why you should care
- What drives the need for new models?
- The state of human being
- Inside the 4P universe
- Everything is interconnected
- Tomorrow's 4P leadership focus

# Take away

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## What you will take away

By the end of the WORK module you will be familiar with the origins of futurology and the types of futurists at work. You have been introduced to the definitions and anatomy of trends, and the Kjaer Global 4P model.

Now it's time to move on to the PLAY module. Here we will explore some of the building blocks and tools of trend management and try our hand at some practical exercises.

***“The 4P model is a framework for exploring the interconnectedness of people, planet, purpose and performance”***

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# 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 irony of general-purpose technologies is that, before long, they become invisible and we take them for granted. Language, agriculture, writing – each was a general-purpose technology at the center of an early wave. These three waves formed the foundation of civilization as we know it.”***

Mustafa Suleyman, British AI entrepreneur and author

## NICE TO KNOW

### WORK: Medium proficiency

#### ***The Coming Wave: Technology, Power, and the Twenty-first Century’s Greatest Dilemma***

Mustafa Suleyman with Michael Bhaskar – Crown (2023)

#### ***NEXUS: A Brief History of Information Networks from the Stone Age to AI***

Yuval Noah Harari – Vintage Publishing (2024)



Three of waves technologies formed the foundation of civilization as we know it

## TAKE IT FURTHER

### WORK: Deep learning

***The Inevitable – Understanding the 12 Technological Forces That Will Shape Our Future***

Kevin Kelly – Penguin Books (2016)

***Aftershock: The World's Foremost Futurists Reflect on 50 Years of Future Shock – and Look Ahead to the Next 50***

Edited by John Schroeter – John August Media, LLC (2020)

