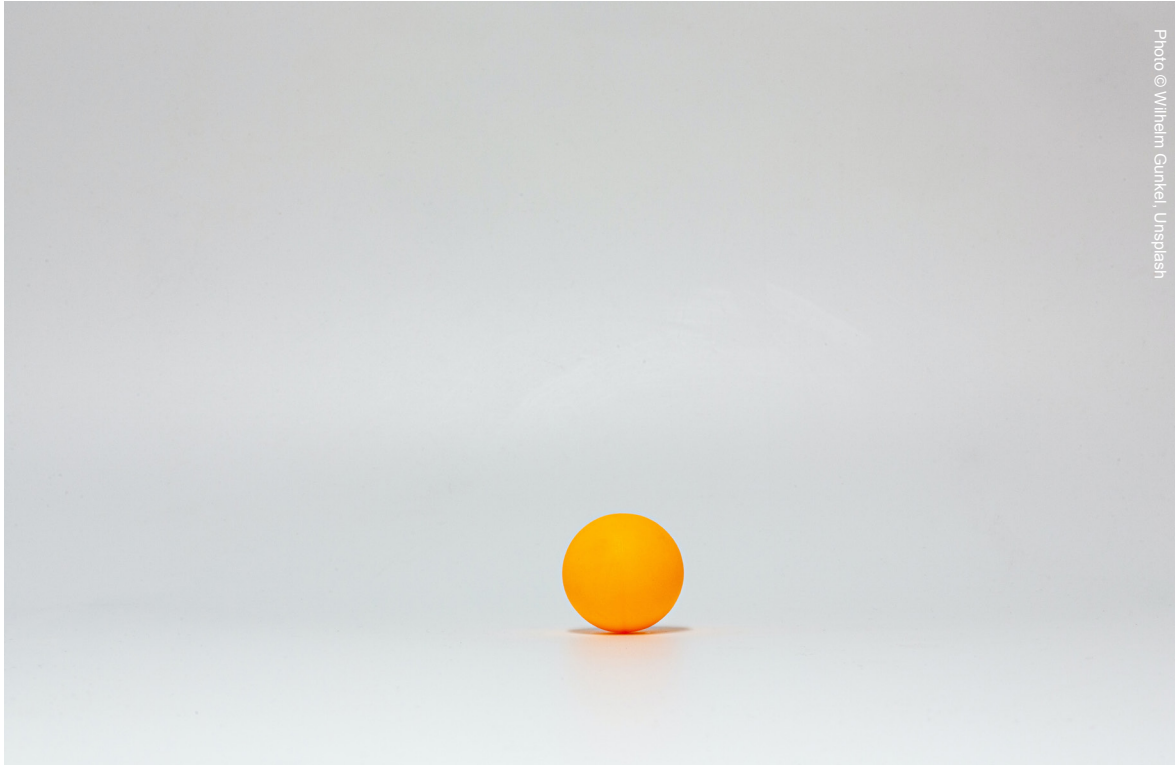


SYLLABUS

Kjaer Academy Online Course Module Three

PLAY



***“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.

Contact us at 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

Course structure

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



You will need basic drawing tools for this module

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 course videos and podcast lectures
- Inspirational videos, books and course specific literature recommendations
- Interactive 'hands on' exercises
- A wealth of supporting PDFs for download

What you need to complete the exercises

- Paper: A3 size or bigger
- Basic drawing equipment: pens, ruler, coloured pens or pencils
- A means to do online research
- Post-it notes in a selection of colours (optional)
- Camera (a phone camera is fine) for visual research (optional)
- A digital canvas like Pinterest, Miró, etc. to organise inspiration and ideas (optional)
- Audio recorder (e.g. a mobile phone) for notes and interviews (optional)

LESSONS IN MODULE THREE

PLAY

Module Three Introduction

- Playing Like a futurist
- What to expect

“Design thinking has always been a great influence in our work”

Anne Lise Kjaer, futurist and founder Kjaer Global

ACTIVATE

12 Trend management in action

We explore the Kjaer Global trend management process and the rationale behind it and consider how play and design thinking principles benefit the process.

Topics

- A non-linear approach inspired by design thinking
- The trend management process diagram
- Imagine
- Explore
- Reflect
- Define
- Refine
- Activate

***“Trend management is a method providing
you with the right tools and processes to navigate the future”***



Get to know the Trend Atlas - a key trend management tool

TOOLKIT

13 Trend Toolkit [part I]

In this lesson we will prepare you for the practical work of a futurist. We introduce our core tool: the Trend Atlas – walking you through the rationale behind.

Topics

- **What is a Trend Atlas?**
- **How to use a Trend Atlas**
- **The architecture and concept rationale**
- **Exploring the dimensions of the Trend Atlas**
- **The Scientific Dimension**
- **The Social Dimension**
- **The Emotional Dimension**
- **The Spiritual Dimension**

Module overview

TOOLKIT

14 Trend Toolkit [part II]

In this lesson we dive further into working with Trend Cards, alongside the Trend Compass, and you will learn how to index trends and making a trend SWOT analysis.

Topics

- Working with Trend Cards
- The Trend Compass
- How to make a Trend Index
- Performing a Trend SWOT

***“The Trend Cards are an essential toolkit
to kick-start any foresight work”***

METHODOLOGY

15 Storytelling the future

This is where you will be introduced to Scenario Planning – storytelling of plausible futures based on your journey and trend work so far.

Topics

- Recap on previous lessons
- What are scenarios?
- How can we use scenarios?
- Where it all started
- The scenario process simplified
- Now over to you



Photo © Brooke Cagel, Unsplash

The end of the PLAY module marks the real start of your journey as a futurist

ACTIVATE

16 Your futurist assignment

We will finalise the PLAY course by connecting the dots. In a trend report or format of your choice, you will implement your futurist learnings, techniques and tools from all three course modules.

Assignment elements

- **Brainstorm**
- **Creating a framework of inquiry**
- **Timeline** (optional)
- **Using and making Trend Cards**
- **Making a customised Trend Compass**
- **Trend SWOT**
- **Reporting** (optional deep dive into the trends) – **put your findings into a report format**
- **PLAY outro and conclusion**

Take away

What you will take away

You have now completed the first important steps towards navigating the future with confidence. By the end of the PLAY module – the concluding module of the Kjaer Academy trend management course – you will be familiar with some essential tools in Kjaer Global's futurist toolkit. Upon completing the assignments, you will have experimented with creating a Trend Compass, produced one or more Trend Cards, and perhaps even begun crafting your own Trend Atlas. The concluding assignment will allow you to apply all the skills you have acquired throughout the three modules: THINK, WORK and PLAY.

The end of the PLAY module marks the beginning of your real journey as a futurist – a journey that never ends. Keep practising to grow your skills, tools, and methods.

Congratulations!

We look forward to seeing you in the future, whether in one of our Masterclasses or as a collaborator.

***“Keep practising and grow your skills, tools and methods.
Being a futurist is an ongoing journey”***

Recommended reading

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)

“To be a maker in this moment – to be a human today – is to collaborate with the world. It is to create and be created, to work and be worked on, to make and be made – to tinker, create, fix, care, and bring new things into the world”

Clarissa Carter and Scott Doorley, directors at Stanford University's d.school

NICE TO KNOW

PLAY: Medium Proficiency

The Future

Nick Montfort – MIT Press (2017)

Doppelganger: A Trip Into the Mirror World

Naomi Klein (2023) – Allen Lane (2023)

Assembling Tomorrow: A Guide to Designing a Thriving Future

Carissa Carter, Scott Doorley – Stanford d.school (2024)

The Artist's Way

Julia Cameron – TarcherPerigee (30th Anniversary Edition 2016)

Recommended reading



Photo © Snøhetta architects, Calgary New Central Library

Keep practising and grow your skills, tools and methods - always reading widely

TAKE IT FURTHER

PLAY: Deep learning

The Art of Explanation: How to Communicate with Clarity and Confidence

Ros Atkins – Wildfire (2023)

Creative Acts For Curious People: How to Think, Create, and Lead in Unconventional Ways

Sarah Stein Greenberg – Stanford d.school (2022)

Play: How it Shapes the Brain, Opens the Imagination, and Invigorates the Soul

Stuart Brown M.D., Christopher Vaughan, Stuart Brown – Penguin Putnam Inc (2010)



Kjaer Academy
Education & Upskilling
© Kjaer Global Ltd.

kjaer-global.com
kjaer-academy.com
Contact: info@kjaer-global.com