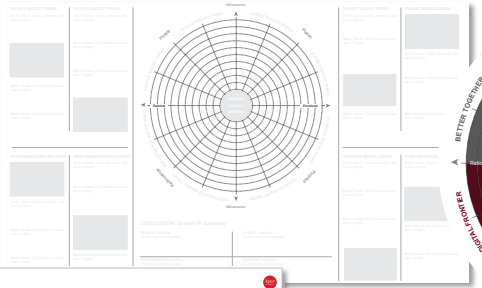

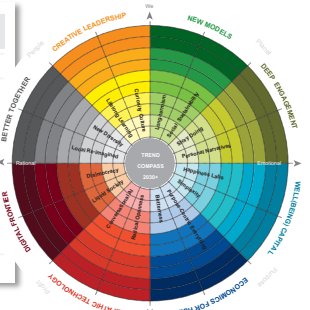

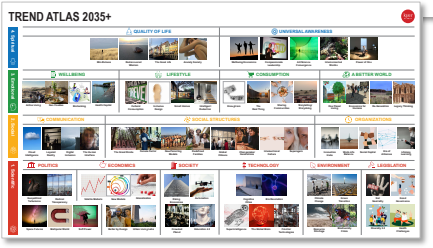

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Trend Exploration
- What if?
- Ideation and objectives

2 Explore

Future Visioning
- Trend immersion
- Make a framework of inquiry

3 Reflect

Trend Mapping
- Multidimensional thinking
- Select and map Macro Trends

4 Define

4P Trend Compass
- Prioritise and cluster trends from Trend Cards/Atlas
- Trend SWOT + Index Trends

5 Refine

Scenario Matrix
- Make Trend Mix scenarios
- Prototypes future concepts

6 Activate

Action Roadmap
- Activities and strategic plot points
- What, Why, When, How

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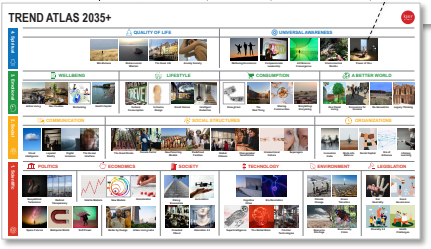

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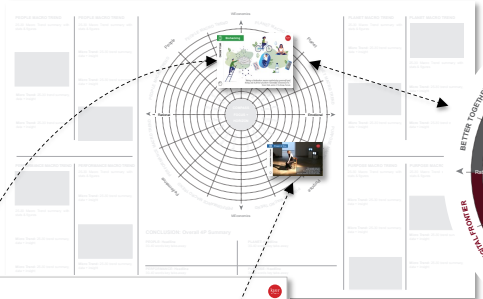

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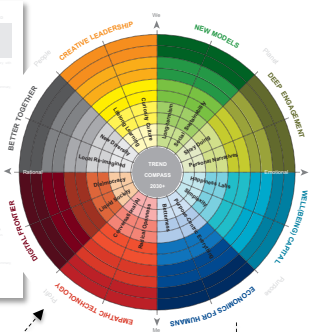

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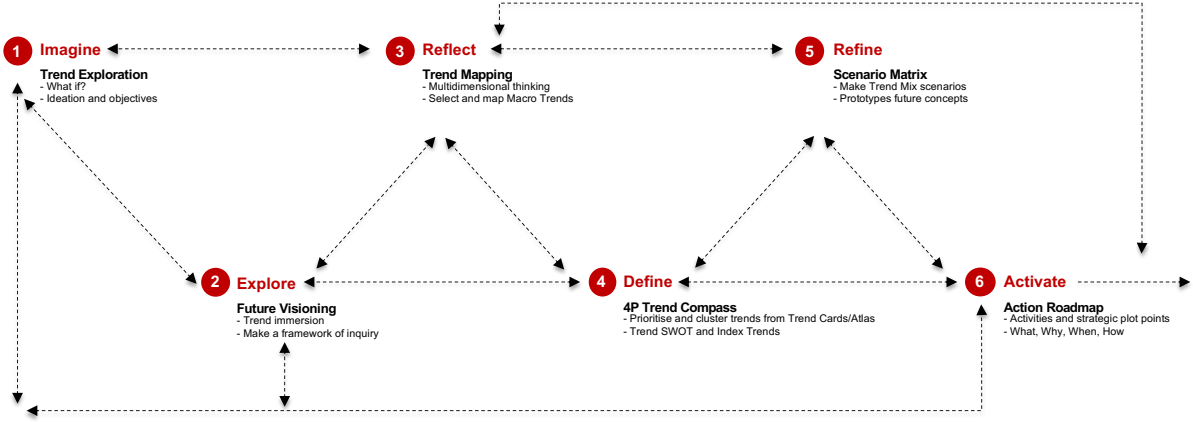
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