

Trend Compass | 4P Roadmap



Balancing People, Planet, Purpose, Performance

Use the Kjaer Global Trend Cards to build your compass

A solid framework

In a society where complexity is the norm, it is vital to have a system in place to navigate uncertainty and change. Establishing a solid trend management framework enables you to actively shape the future while creating a transparent way to communicate and visualise your strategy and vision for tomorrow.

Shaping tomorrow's dialogue

Observing new behaviours, needs and socio-cultural influences means you can connect to what really matters to tomorrow's people and shape a fresh dialogue. Applying trend management brings the bigger picture into view, ensuring that we consider the impact of changes while seizing new opportunities.

A vision grounded in insights

The Trend Compass taps into tomorrow's drivers of change in a 4P context – balancing People, Planet, Purpose and Profit to fuel sustainable performance. This dynamic model provides the essential building blocks for anyone who wants to incorporate trend knowledge and foresight in their strategy work.

Using the Trend Cards as building blocks

The Kjaer Global Trend Cards each represent a macro trend. They can be used to create a Trend Compass, where a compass typically contains 8 macro trends and 16 micro trends, shaping society. All the trends will impact our future and taking them into account today enables us to act on them with timely and focused strategies.

Indexing Trends

The Trend Compass can also be used to index the relevance of the trends, e.g. in relation to a strategy, or product or for a region or locality.

Reach out to learn more about using the Trend Compass info@kjaer-global.com

