

SYLLABUS

Kjaer Academy Online Course Module One

THINK



***“The more people who learn how to think like futurists,
the better the outlook for tomorrow’s world”***

In three core modules – THINK, WORK and PLAY – we explore futures thinking. Think, Work and Play like a Futurist is a Kjaer Academy course in trend management and forecasting. You will be introduced to the mindset of a futurist, guided through the practical skills, methodologies and toolkit needed to make foresight and scenario planning work for you. Together we discover:

- **WHAT** trend forecasting and foresight is and where it originates
- **WHY** cultivating whole-brain thinking is essential to practicing as a futurist
- **HOW** to master the tools and processes of futurists

Developing futurist skills and foresight will empower you to thrive in a complex world. The ability to think long-term and apply trends within a methodologically sound framework will lead to better strategies, enhanced innovation capacity, and a sharper eye for both opportunities and challenges. It will also raise your future awareness, strengthening your ability to work and lead with greater purpose.

Learning tracks

Our Futurist course is designed for self-paced study. Across the modules, you will be supported by inspiring podcasts, videos, and other engaging course materials. You will have the opportunity to test your learning and connect with fellow students at the academy.

BASIC: Learn the core principles from our bite-size lessons, videos or podcasts.

CURIOS: Read the course material and engage in exercises for a medium proficiency level.

DEEP DIVE: The deep experience. Read widely, engage in all exercises and connect with fellow students. Committing to the Deep Dive Track counts towards a Kjaer Global futurist certification and becoming a Kjaer Global Goodwill Ambassador.

COURSE INFO: Lead futurist Anne Lise Kjaer and Futurist Louise Loecke



Three different learning tracks to suit your mode of learning

To find out more and discuss your particular needs and wants, contact Harald Brekke on:

Mail: info@kjaer-global.com or **Mobile:** +44 7581 260445



All you need for this module is a notebook

The full futurist course in practical trend management and foresight is delivered in three modules:

THINK: By using the practical methods and trend toolkit, you gain insight into how futurists think. 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: Where did the idea of futurology originate and what is the **WORK** of a futurist? This module introduces the various methods of forecasting and some key inspirational futurists and thinkers. We introduce you to futurist terminology, as well as the anatomy and classification of trends. To conclude, you will learn about the unique Kjaer Global 4P model. In short, this module provides insight into the work of a futurist.

PLAY: In this module you get practical and **PLAY** around with the trend management toolkit. It covers how we manage the foresight process and where to apply Kjaer Global's core futurist toolkit. Additionally, the module explains how an iterative process based on design thinking works to assess the impact of a trend. Practical lessons and exercises are included, allowing you to explore and learn how to play like a futurist.

Who is it for?

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

This course is suitable for

- Consultants
- Leaders
- Educators
- Strategists
- Designers
- Individuals
- 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

Take your learning further in our specialist online or in-person masterclasses. Why not book a workshop or a one-to-one consultation with a Kjaer Global futurist?

Contact us at info@kjaer-global.com to find out more and discuss your futurist ambition.

“What you learn will be useful whether you look to develop as an individual or as a business”

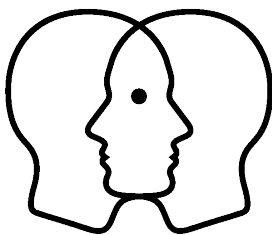


Photo © Brooke Cagle, Unsplash

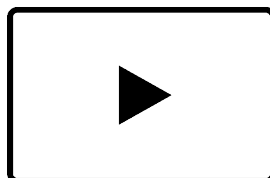
Learn at your own pace

Course materials

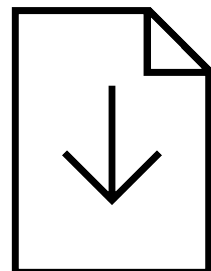
- Exclusive bite sized videos
- Inspirational video and podcast lectures
- Interactive exercises and quizzes
- PDFs for download



**Interactive exercises
& quizzes**



**Bite sized video
& podcast lectures**



**Downloadable
course material**

Module overview

LESSONS IN MODULE ONE

THINK

Introduction

- Welcome to 'Think like a futurist'
- 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”***

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

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”

MINDSET

04 Habits of the futurist

Now that we know what kind of **mindset and skills we are trying to develop**, this lesson explores 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

“Curiosity and imagination are the defining superpower when forming new habits. 95% of habits are automated, freeing up the brain to do other tasks”

Module overview

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

***“The intuitive mind is a sacred gift and
the rational mind is a faithful servant”***

Albert Einstein

SENSEMAKING

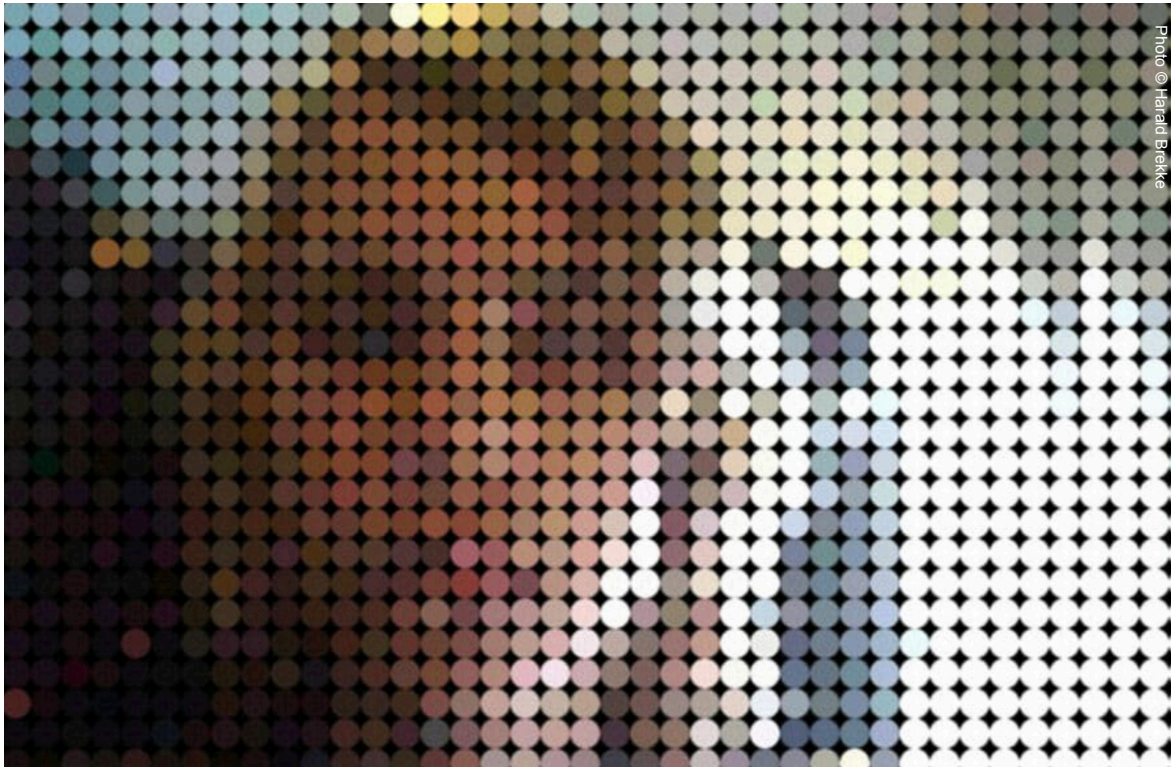
06 Connecting the Dots

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

PRACTICAL

All assignments are centred on the learning topics in the module:

- **The importance of Time to Think**
- **Mindset of a Futurist**
- **Lifelong Learning**
- **Habits of a Futurist**
- **Whole-brain Thinking**
- **Sensemaking and Connecting the Dots**

What you will take away

By the end of the THINK module you will be familiar with the habits and skills of a futurist. You will have examined, and be closer to understanding your own thinking style.

Next up is the WORK module. Here we will explore the origins of futurology and how we can look to the past and present to understand the future.

Recommended reading

NEED TO KNOW

THINK, WORK & PLAY: The Basic

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)

“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: The Curious Learner

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: The Deep Dive

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)



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