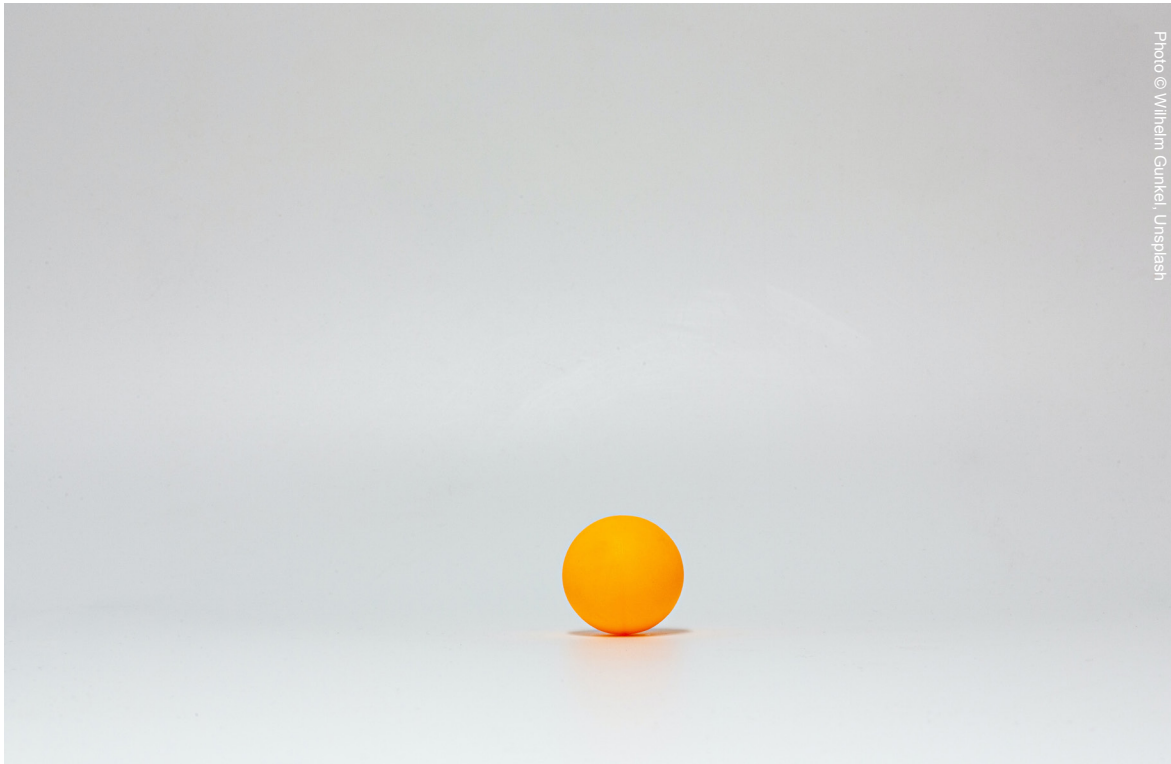


SYLLABUS

Kjaer Academy Online Course Module Three

PLAY



***”Fundamental change doesn’t just start with inspiration
– it starts with education”***

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

Course structure

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.

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

Who is it for?



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

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.

LESSONS IN MODULE THREE

PLAY

Introduction

- Playing like a futurist
- What to expect

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

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 essential
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



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

ACTIVATE

16 Final futurist coursework

In this final coursework, we connect the dots. Putting together everything you have learned throughout the three course modules. You are invited to create one or all of three final assignments:

A Scenario Presentation [Basic], A Future Scenario Project [Curious] or A Trend Report [Deep Dive].'

Assignment elements

- **Brainstorm**
- **Creating a framework of inquiry**
- **Timeline (optional)**
- **Using and making Trend Cards**
- **Making a customised Trend Compass**
- **Trend SWOT**
- **Reporting putting your findings into a report format [optional deep dive into the trends]**

PRACTICAL

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

12 Trend management in action: Understand the typical trend management process.

13 Trend Toolkit [part I]: Get familiar with and build your own key tool, the Trend Atlas.

14 Trend Toolkit [part II]: The Trend Compass, Index and Trend Cards and their uses.

15 Storytelling the future: The purpose and process of narrating future scenarios.

16 Final futurist coursework: Connect the dots and practice your skills.

The exercises are designed to activate your learning and help you practice like a futurist. We encourage you to approach each assignment with an open mind and a willingness to challenge conventional perspectives. If possible, share your thoughts and ideas with others – anyone with an interest in the future.

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 final coursework 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: 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)

“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: The Curious Learner

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)



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Keep practising and grow your skills, tools and methods

TAKE IT FURTHER

PLAY: The Deep Dive

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)



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Education & Upskilling
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kjaer-academy.com
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