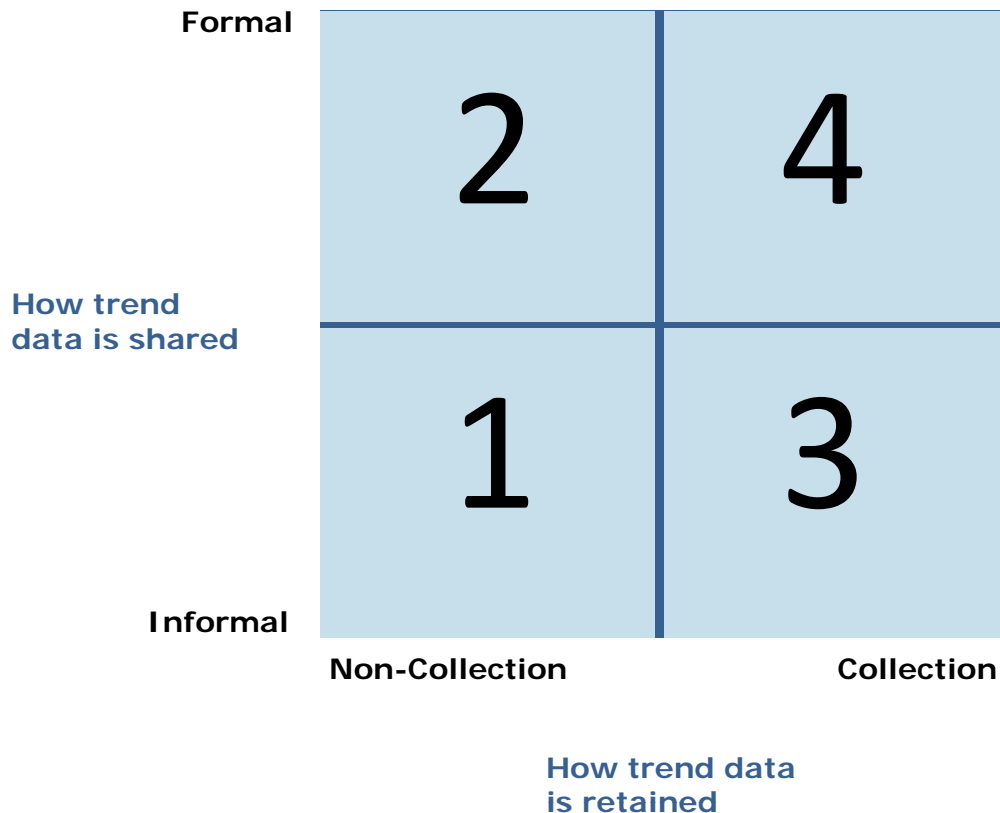


# 4 stages of trend watching



## 1. Shooting Stars (Informal, Non-Collection)

Trends are shared informally, spontaneously. They're watched often with wonder or excitement, but quickly forgotten. Often shared on email or in the corridor.

## 2. Trend Discussions (Formal, Non-Collection)

Organisations book specific sessions to discuss trends (ie. workshops, retreats). Learning is achieved within the group, but not collected or reflected on beyond the event.

## 3. Trend Experts (Informal, Collection)

Individuals within the organisation gather trends – based on what they read, or meetings they attend – and maintain their own systems of tracking this information over time. These individuals are sought out for their 'forward-view'.

## 4. Scanning Functions (Formal, Collection)

The organisation has given responsibility to a group of individuals to scan the future, and these people have systems and mechanisms to input, store and track trends over time.