

TREND-TALK



What are some of the most important developments you can foresee in the near future of your profession? What should you pay attention to? Your task for the next week is to be a trend-watcher and find possible innovations or trends in your profession. Then, talk about those work-trends with a colleague or two. We will also ask you to explore a 'sustainable trend' as well. Maybe you find some, maybe you don't. We'll see just how creative you are.

DETAILS

TIME: 3-5 hours

WITH WHO: Alone.

HOW: Use the checklists below

WEEK 1 CHECKLIST

Make a word file and go through the checklist,. Write in English;

1. WHAT IS A TREND?

- Describe in no more than twenty words what a trend is;
- What is the difference between a trendwatcher and an innovator?
- Give at least three examples of trends from recent years in your profession;

2. TRENDS IN SIGHT

- Explain why companies are interested in trends and innovations (keep it short);
- If you were a trendwatcher in your profession, where would you look?
- Explain why creativity and a problem solving are important skills for a trendwatcher;

3. TREND-PREP

- What relevant trends can you predict in your profession? Try to find OR *think* of at least two (use tips from class). Use whatever professional sources you can find. Bonus points if you can think of one on your own by thinking creatively about your work. It's important you are able to explain why you think these will be actual trends in your work.
- Are there any sustainability trends in your profession? Try to predict one..
- Use no more than 200 words to write down your predictions for the thrends in total.

4. TREND-TALK (AT WORK, INTERNSHIP, OR SCHOOL)

- Have a short conversation about these trends with two colleagues, or teachers, or fellow students. Take notes, and afterwards write down what they said during the conversation;
- Find out what trends **they** see for the profession in the next years. Take notes and afterwards, write down what they said.
- Make a selfie with the people you talked to;

5. FINISHED?

Go to the OneDrive, open the file for this week (Competence 7: create and innovate) and do

some of the assignments available until 17:30.

WEEK 2: CHECKLIST

PRESENT THE RESULTS

- Make a presentation to show us how the conversation went and what you learned;
- Show us the people you talked to;

How to jumpstart imagination?

IMAGINATION TIPS