7 Top Tips to Future Proof the Magic in your Business

Thursday 23rd July 2020
Future Proof The Magic In Your Business

Presenters
Suzanne Allers  Deirdre Walters
Contents

1. 3 Key Take-Aways
2. 5 Mega-Trends To Watch
3. 7 ‘Future-Proofing’ Top Tips
4. Q&A
3 Key Take-Aways

1. What Are Mega-Trends And How Do I Spot Them?
2. How Can I Connect The Mega-Trends To My Sector & Business?
What Is A Mega-Trend?
5 Mega-Trends To Watch

1. Always On Vs. Off Grid
2. Individualism Vs. Greater Good
3. Reactive Vs. Proactive Wellness
4. Dynamic Populations
5. Hyper Sensoriality Vs. Stripped Back Simplicity

Source: ipsos.com
Always On Vs. Off Grid
Always On Vs. Off Grid

Internet penetration globally by region, January 2020 - Hootsuite

OFF. YOUR DIGITAL DETOX FOR A BETTER LIFE

IT'S COMPLICATED

Untapped Innovation
Individualism Vs. Greater Good
Individualism Vs. Greater Good
Reactive Vs. Proactive Wellness
Reactive Vs. Proactive Wellness

Reactive Wellness

Proactive Wellness

9 Ways to Boost Your Body's Natural Defenses

An important note

No supplement, diet, or lifestyle modification — aside from physical distancing, also known as social distancing, and practicing proper hygiene — can protect you from developing COVID-19.

The strategies outlined below may boost your immune health, but they don’t protect specifically against COVID-19.

RECKITT BENCKISER TEAMS UP WITH HILTON TO LAUNCH HILTON CLEANSTAY PROGRAM

Posted by Louise Pomeroy-Miles | May 1, 2020 | Europe, Marketing, North America, Travel, Travel Marketing | 4.44

Hilton CleanStay
Dynamic Populations
Dynamic Populations

Ageing Populations

Rising Middle Class
Hyper Sensory Vs. Stripped Back Simplicity
Hyper Sensoriality Vs. Stripped Back Simplicity
Untapping Trends: 7 Top Tips

1. Identify The Trend

2. What's Behind The Trend? What Is Driving It?

3. What Could Be Impact For Your Sector And Business?

4. Is There A Counter Trend / Opposing Force?

5. Developing Empathy In The Context Of Trends And Counter-Trends

6. Pivoting Smartly In The Context Of Trends And Counter-Trends

7. Decision Making: Turning Trends Into Action
Identify The Trend

Top Tip

- Make time to seek out trends information, broadly in society, and for your sector
- Try to familiarise yourself with the leading / frequently mentioned trends
- Keep fresh, make sure you source your information often e.g. weekly or monthly

Some Examples
What’s Behind The Trend?

What Is Driving It?

- Look for evidence of human behaviours changing related to a trend
- Look for groups of innovators or early adopters – often they are served first by small, challenger businesses
- Listen to the change in conversations through research and social listening

Top Tip

Some Examples
What Could Be Impact For Your Sector And Business?

3

Top Tip
- Think through this trend as applied to your sector
- Try on scenarios of how today's norms in your category might change (if X happens, then Y)
- Remember to think about changes in human behaviours and attitudes AND business model changes

Some Examples

- David Beckham is wearing green eye shadow on the cover of *Lur Magazine*, and fans are freaking out
Is There A Counter Trend / Opposing Force?

- Every trend has a counter trend pulling in the opposite direction, and is not always equally weighted.
- Counter trends can be driven by different target groups and different belief systems.
- Knowing where on the spectrum you want your business to play is important and may evolve over time.

Top Tip

Some Examples

- Some Examples

- To the 1,235 guys who loved the “Girls’ Night” playlist this year.
  We love you.
Empathy: Learning How Trends Will Affect Your Users/Customers Needs

- Get in deep with your users/customers to understand what the trend will really mean at their life level.
- Identify what “jobs” for your product or service will change and what new ones will emerge.
- Remember to identify the emotional needs, as well as the functional ones.

Top Tip:
- Some Examples

- Develop engaged & high-performing teams even when everyone is remote.
- Supercharge your work.
Pivoting Smartly In The Context Of Trends And Counter-Trends

6

- Cast forward to imagine how your product or service could change to better serve your user and future users.
- What 1 thing would I try with this trend / counter-trend if I had no constraints?
- What 1 watch out associated with trend / counter-trend could be most important for my business?

Top Tip

Some Examples

Kidadi to the rescue! From easy at-home crafts and cookery ideas to gardening, home-schooling and mindfulness tips, the Kidadi newsletter is all you need right now.

Enter your email address  Sign up now

untapped innovation
Decision Making: Turning Trends Into Action

Top Tip

1. **Be Brave:** It can take courage to change based on trends, but the risk of not doing so is greater.

2. **Stay True as you evolve:** Remember who you are and who you serve always.

3. **Learn all the time** – this is a continual process, not a once-off! Keep your eye on trends, keep learning from your users/customers.

Some Examples

- **Blockbuster**
- **Kodak**
- **Friends Reunited**
- **Homecare Independent Living**
- **icare digital**
- **Newtownabbey Team**

Mairead Mackle: The Entrepreneur Pairing Empathy With Leadership
Heads Up

Outside World

Inside World ‘Magic’
If you want more …

**Untapped OnTap** is a new innovation subscription service.

It gives you regular feeds of outside thinking, trends, tools and custom innovation support.

**Good for when you want…**

- To keep up with trends and learn how to apply them to your business
- To have a “sounding board” for innovation without taking on big, expensive projects
- To develop your Innovation skills in short, bite-sized training that works around you

*Discounted rates for SMEs apply.*
Thank You!

untappedinnovation.com  @untapped_innov  Untapped Innovation