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Impulse Speech: Trend-based Innovation Management – Securing New Products, Services and Markets

“The time will come when our offspring will ask itself why we did not know such obvious things.”
Seneca, Roman Philosopher and Poet.

We are in the middle of a competition for great foresight. If you are able to recognise imminent changes and implement the accompanying innovative opportunities at an early stage, you'll be a step ahead of the competition.

The majority of trends that will determine the products, services and markets of the future are already visible today. Trends are therefore a valuable source of innovation, inspiration and orientation.

The aim of this impulse speech is to inspire experienced entrepreneurs, young business owners, employees or even dedicated fighters in an organisation that is not geared towards profits with trends and concrete examples from the same or similar industries. We will show you new paths and opportunities for innovation and introduce new tools and processes that will help you on your journey to becoming a truly innovative company.

The following are examples of questions examined during this impulse speech:

- ...❖ How do I get a clear overview of the trends relevant to my business model? (Trend-recognition and trend-filtering)
- ...❖ How do trends influence my company, my clients, my market, etc? (Trend-evaluation)
- ...❖ How can I find “supporters”, “comrades” and “missionaries”?
- ...❖ How do I take action and start targeted innovation projects? (Trend-implementation)
- ...❖ How am I bound to fail quickly and learn from my mistakes?
- ...❖ How can I learn from my successes?

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