Trend Scanning Resources

There has never been a better time to begin working with Scenarios. Here are some of our favorite resources for gathering trend data.

Online

World Economic Forum. The Forum engages the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas. This non-profit believes that progress happens by bringing together people from all walks of life who have the drive and the influence to make positive change

TrendWatching. With spotters around the world TW has its finger on the pulse of consumers. The website is generous with free resources and the subscription service includes industry-specific reports as well as access to all online resources.

Deloitte Insights. Deloitte has multiple resources for trend reading. Here you'll find reports organized by sector or topic with special reports on hot topics. In addition they have several Center for the Edge sites by global regions.

pwc. Like many consulting firms pwc is sharing many of their insights. The Workforce of the Future report contains four complete scenarios which are great examples of what is possible.

Institute for the Future. IFTF has pioneered tools and methods for building foresight ever since its founding days. Co-founder Olaf Helmer was the inventor of the Delphi Method, and early projects developed cross-impact analysis and scenario tools. Today, IFTF is methodologically agnostic, with a brimming toolkit.

HP Megatrends. Multiple reports and videos explore the social shifts and technological advances that will impact our future. Deep dives on Trends can also be found here.

Future Today Institute. Founded in 2006, the Future Today Institute helps leaders and their organizations prepare for complex futures. We focus exclusively on how emerging technology and science will disrupt business, transform the workforce and ignite geopolitical change. Many resources are available on their site.

Books

The Art of the Long View: Planning for the Future in an Uncertain World by Peter Schwartz. This is a classic in the world of scenario planning written one of the co-founders of the Global Business Network (GBN).

Little Bets: How Breakthrough Ideas Emerge from Small Discoveries by Peter Sims. The book promotes the idea of small-scale experimentation (or "little bets") as a key part of the creative process. Little bets allow innovators to try new ideas with low failure costs, but potentially large rewards.