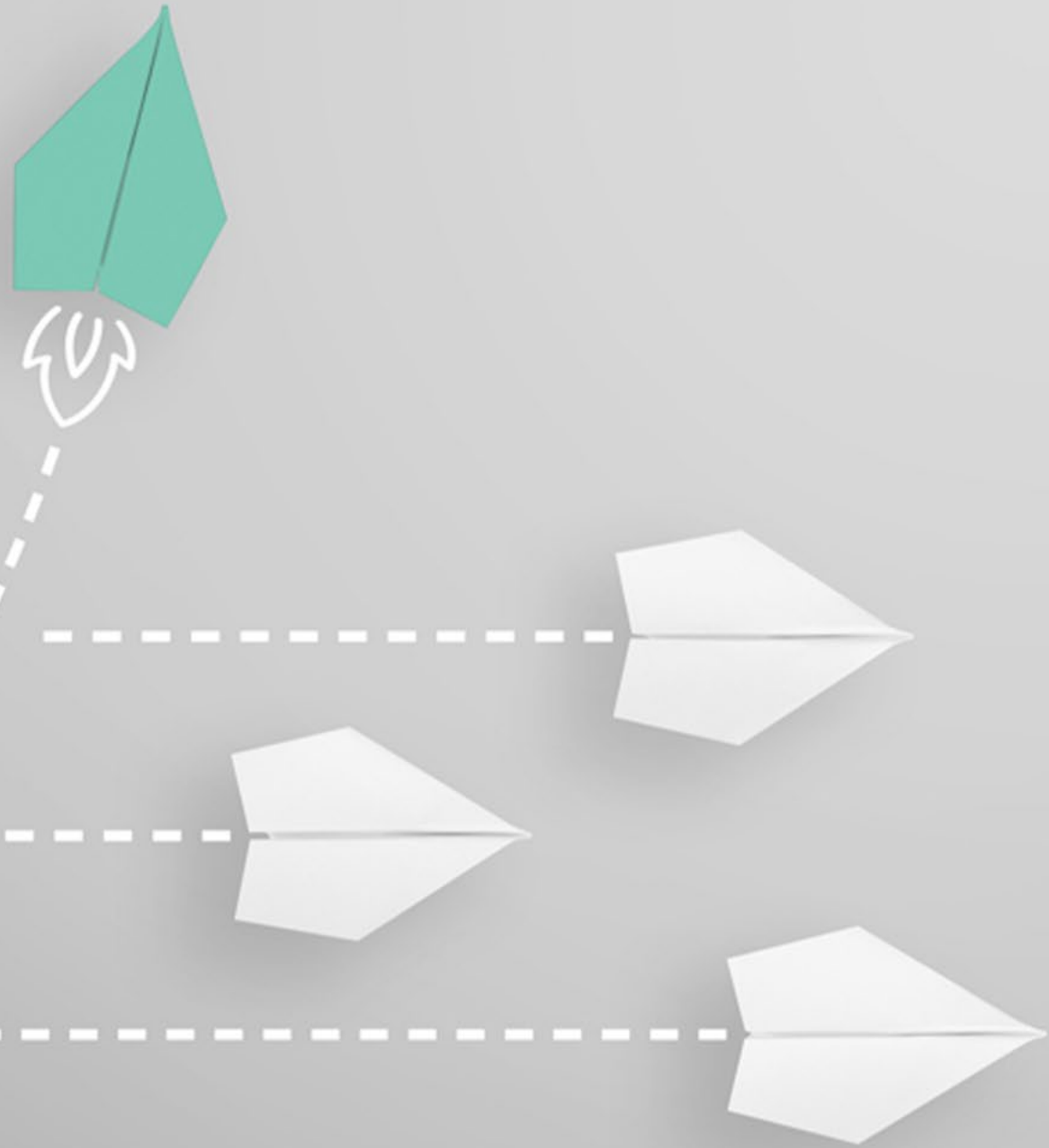


# Keeping up with the no normal

How to ride the next wave as a leader





# The challenge: no normal

## Master the hinderances standing in your way of innovation



No overview of emerging trends & technologies



Lack of strategy to utilize trends & technologies for innovation



Insufficient tools to turn trends into impact & competitive advantages

Web 4.0 – Web of Things

Transhumanism

Programmable Materials

Immersive Web / Phygital

Web 5.0 – Web of Thoughts

# The solution: ride the wave

## Keep track, be prepared and utilize the no normal through:

**#1**

Know about game changing trends before others do

**#2**

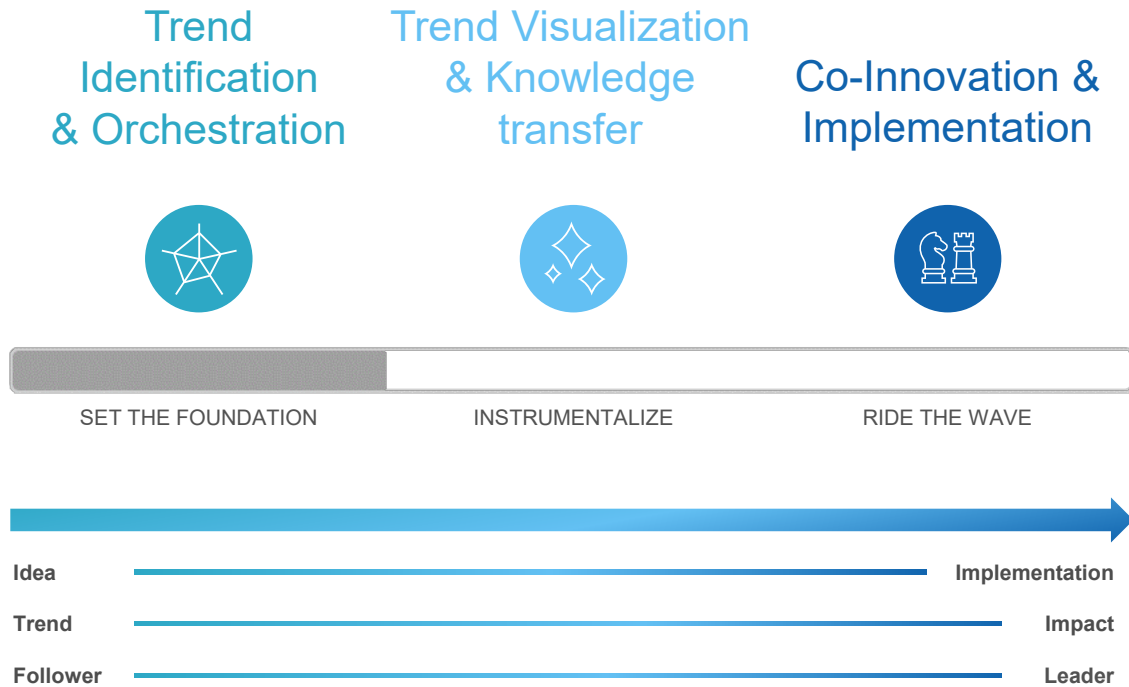
Leverage the innovation power of your employees

**#3**

Tailored methods to turn trends into business driving impact



We help you to **have an overview of all trends** relevant for you, **empower your employees to generate innovations** and **provide methodologies to turn trends into impact.**



### Trend Management process



#### 1. Trend Identification & Orchestration

We provide you a tool which helps you to keep an overview of all trends. Together, we define the right filter and rating criteria in order to adapt the tool to your individual needs.

#### 2. Trend Visualization & Knowledge transfer

Once we effectively organized the trend orchestration we use employee centric formats to transfer knowledge and provoke new, innovative thoughts & ideas.

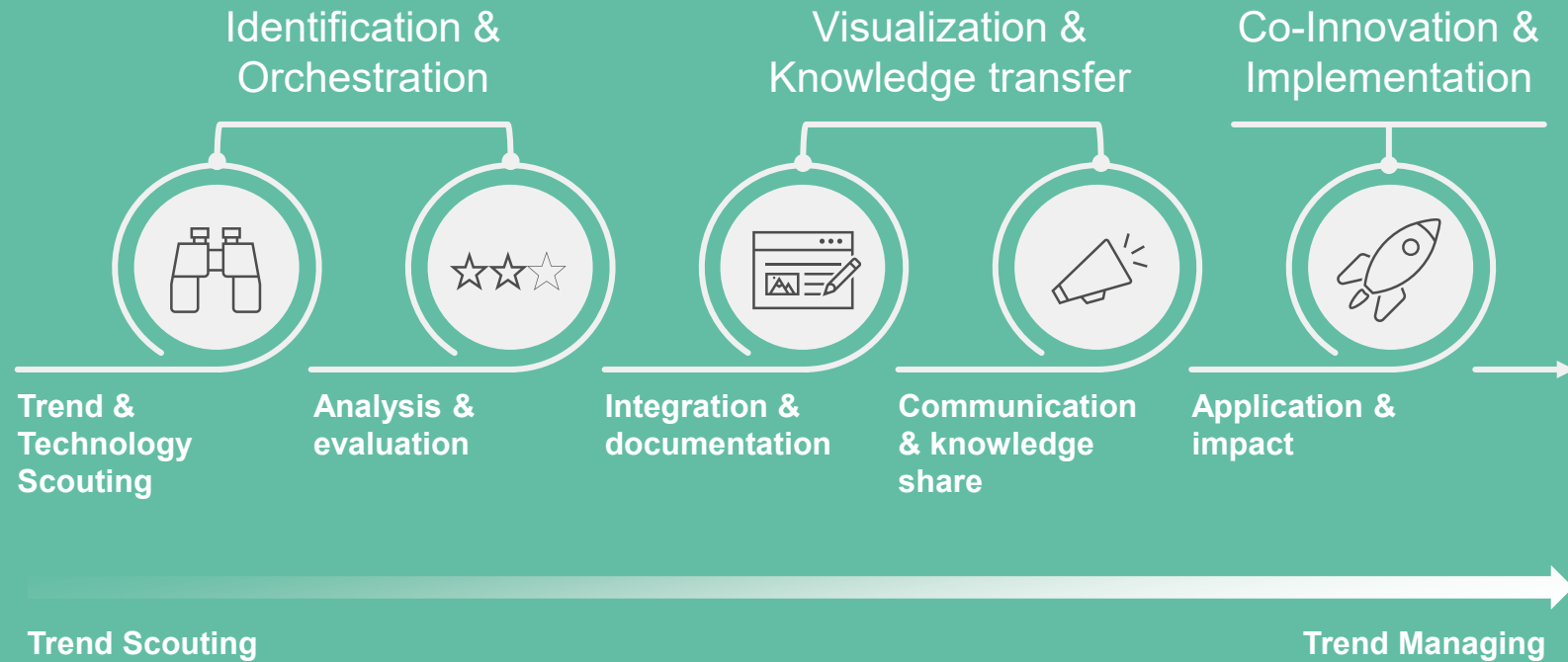


#### 3. Trend Co-Innovation & Implementation

We help you to turn the trends into impact by defining your new strategy and designing digital products, services or business models.

# The Trend Management process

The E2E Trend Management process promotes the usage of trends to inspire designs or strategies.



## Best Practice model:

The main goal of trend scouting is turning the knowledge about impactful trends into new digital products, services or business models in order to stay competitive. We help our clients to set up a sustainable and powerful Trend Management process which is adapted to the company's culture and structures.

## Example:

The management of a healthcare company identified the most disruptive trends in their business. They need a solution to make everyone aware of these trends and to use them for generating new ideas. Therefore, the management decided to set up an ongoing process which includes a communication plan and regular innovation workshops with their employees.

# This is unique: E2E support for Trend & Impact Management

We not only provide you with a tool and service to always be aware of relevant trends hitting your market, but also help you to manage the trends internally and leverage them to create new digital products, services and business models which help you to be one step ahead of your competitors.

## Benefits of an E2E support:

### #1 Trend Identification & Orchestration

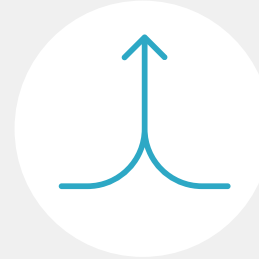
Together, we are setting up the Trend Radar with the filters and ratings relevant for your business. Our Trend Scouts ensure that you won't miss any trend with the potential to disrupt your market.

### #2 Trend visualization & Knowledge transfer

You are not left alone after the trend orchestration is successfully organized. We help you to communicate the trends in an employee centric way with the purpose to trigger new, disruptive ideas.

### #3 Trend Co-Innovation & Implementation

We are supporting the final step from an idea to a validated concept ready to be implemented.



One single source of truth



Adapted to individual needs



E2E tool supported



Ad-hoc support



Guided Co-Innovation



45+ years of consulting experience available

# Reach out to us.



**Steffen Kuhn**  
Detecon International GmbH  
Head of Digital Innovation, Research & Engineering Center  
Winterfeldtstraße 21  
10781 Berlin Germany

Mobile: +49 170 2272079  
Email: [steffen.kuhn@detecon.com](mailto:steffen.kuhn@detecon.com)



**Carolin Šalé**  
Detecon International GmbH  
Digital Innovation, Research & Engineering Center  
Winterfeldtstraße 21  
10781 Berlin Germany

Mobile: +49 175 8097479  
Email: [carolin.sale@detecon.com](mailto:carolin.sale@detecon.com)

