


Beat accelerating customer expectations with

TREND-DRIVEN INNOVATION



Henry Mason, David Mattin, Maxwell Luthy, Delia Dumitrescu

Designed by Maria Isabel Reyes

WILEY

1

WHY NOW

The Expectation Economy

Why your customers are (almost) impossible to please.

2

SCAN

Trends 101

Where to start with consumer trends.

Watch Businesses First, Customers Second

The counterintuitive secret to customer-centricity.

Trends in the Wild

Four trends and how we identified them.

Building a Trend Framework

Why you need one: how to build it; sharing ours.

3

FOCUS

Post-Demographic Consumerism

A license to focus on surprising things.

Evaluating Trends for Opportunity

Drill deeper into the opportunities offered to you by any trend.

The Consumer Trend Radar

Prioritize and visualize application of the trends you'll run with.

EXECUTE

GENERATE

4

5

CULTURE

6

The Consumer Trend Canvas

A simple tool for generating compelling, trend-driven innovation ideas.

The Consumer Trend Canvas in Action

Practical examples to learn from.

Trend-Driven Ideation Sessions

Run workshops that deliver winning ideas.

The First Yards

Make those first steps count.

Your Trend Department

Get your colleagues to see around corners.

Trend-Driven Ecosystems

Tap into and harness external networks, too.