Focusing on
The
Professional
Team

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Todays workshop

- The private person
  Personal preferences
- The professional person
  Academic knowledge
- The collaborative person
  Working in a team
Mega trends
(A good thing to keep in mind as an entrepreneur)

Choose one trend to work with:

1) Population growth
2) Ageing
3) Biotechnology
4) Urbanization
5) Health
6) Environment

A major movement, pattern or trend emerging in the macroenvironment, an emerging force likely to have a significant impact on the kinds of products consumers will wish to buy in the foreseeable future, megatrends evident today include a growing interest in health, leisure, lifestyle and environmental issues
Individually

3 minutes: Write down how you **personally** perceive the trend

(A couple of sentences, focus on ”how do I see and understand this trend, what do I find interesting, uninteresting, what associations do I get”)
In groups

7 minutes:
Share all the individual descriptions with the group, while one person summarizes
Individually

3 minutes:
Write down how you would perceive the trend from the perspective of you as a professional

(a couple of sentences focus on ”how would we in my profession or line of study, see, understand and describe this trend, what would we focus on etc.”)
In groups

7 minutes: Share all the individual descriptions with the group, while one person summarizes
In groups

1) Draw a map of the groups academic backgrounds, knowledge, approaches, methodology, what you are good at etc.

2) What strengths emerges in the group looking into the megatrend?
In plenum

What insights did you gain during this exercise?