

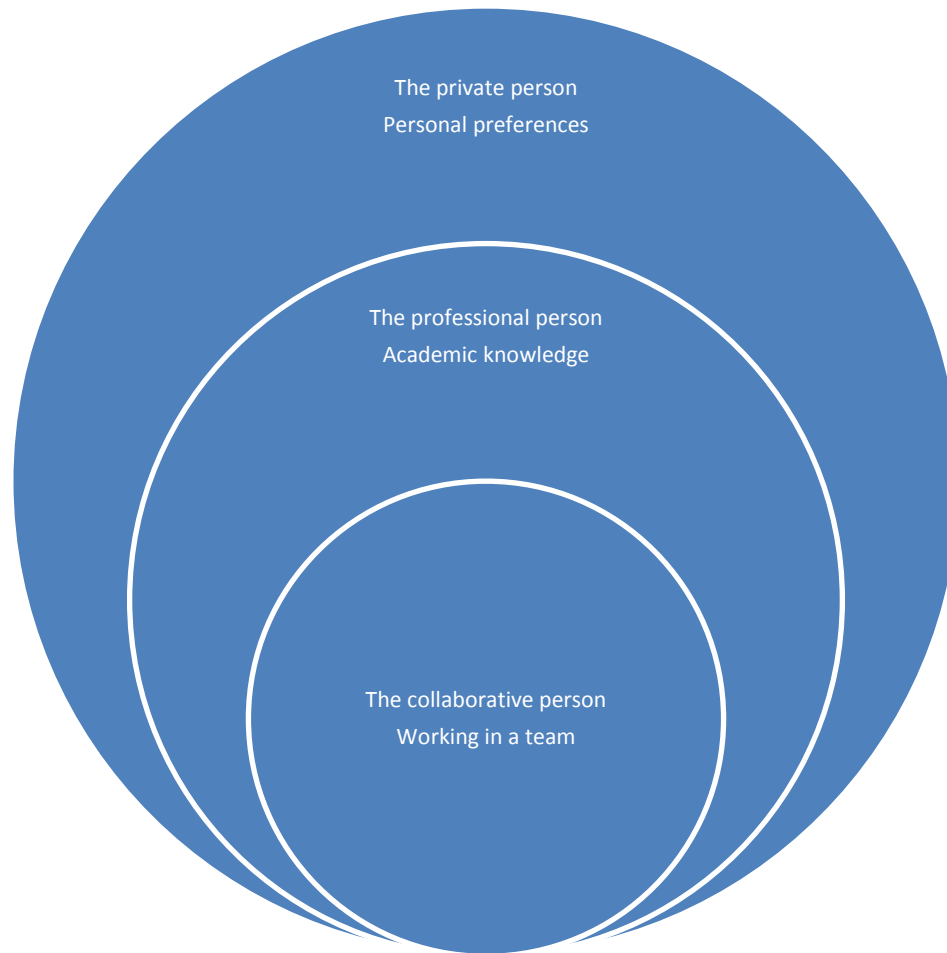
# Focusing on The Professional Team

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# Today's workshop



# 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 strenghts emerges in the group looking into the megatrend?



# In plenum

What insights did you gain during this exercise?