



ENGINEERS 4 EUROPE



Workshop: Navigating Trends

ENTREPRENEURSHIP 4 ENGINEERS

Activity Guide

Sub-Module 1.4

Alexandra Xavier & João José Pinto Ferreira



Co-funded by
the European Union

Instructions | Before Class

1. Watching the Modulo Video

2. Download the Tools:

The Innovation Board Brainstorm cards: <https://www.boardofinnovation.com/tools/brainstorm-cards/>

The 10 Types of Innovation Framework:

<https://www.deloittedigital.com/us/>

3. Reference Books:

Keeley, L., Pikkell, R., Quinn, B., & Walters, H. (2013). Ten types of innovation. John Wiley & Sons.

• Websites:

United Nations, Sustainable Goals: <https://sdgs.un.org/goals>

Workshop| Navigating TRENDS

This Workshop aims to harness emerging trends from trend cards to generate innovative and actionable ideas .

Enjoy the exercise and have FUN.

You can do it individually or in Teams.



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Step 1: You can run this workshop individually or preferentially set up a team.

Step 2: Select at least eight brainstorming cards. Try to mix cards from all types of categories.

Source: <https://www.boardofinnovation.com/tools/brainstorm-cards/>

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Step 1: Select at least eight brainstorming cards. Try to mix cards from all types of categories.

Step 2: For each Card, ask the 3 Questions:

Why is this trend interesting?

What are the potential **Positive Impacts?**

What are the potential **Negative Impacts?**

Source: <https://www.boardofinnovation.com/tools/brainstorm-cards/>

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Identify the card

(Identify the company & the topic)

Why is this trend Interesting? (From the point of view of the team, explain why it is interesting, and take into attention the UN 17 sustainable goals. Use bullets.)

What are the potential Positive Impacts? (Discuss positive impacts. Use bullets.)

What are the potential negative impacts? (Discuss negative impacts. Use bullets.)

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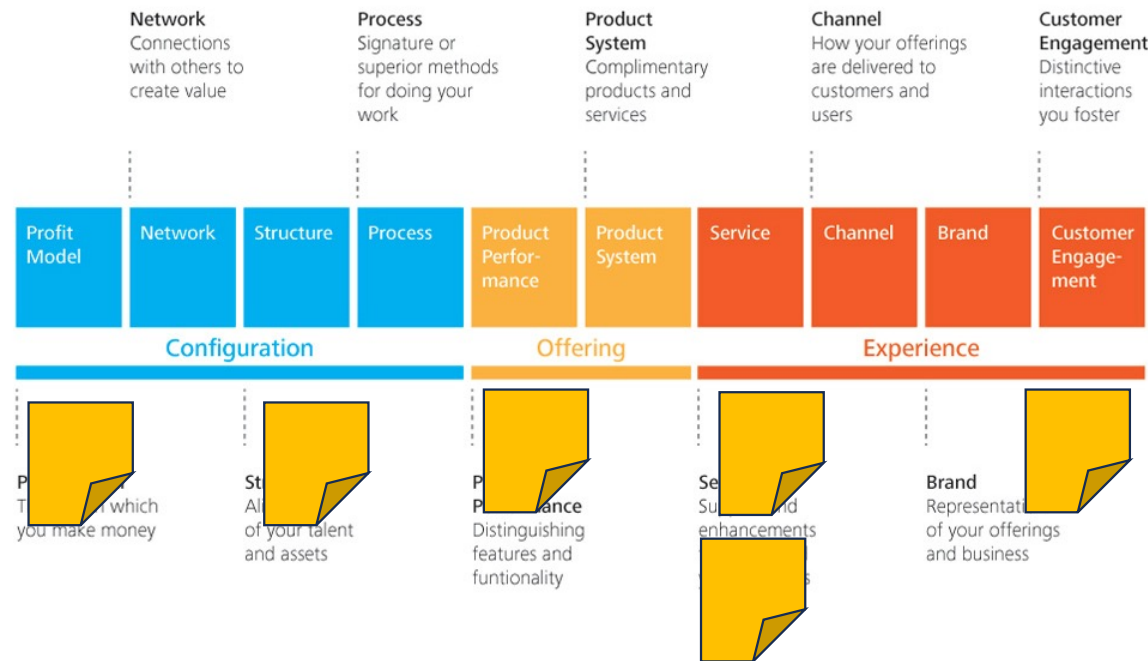
Step 3: Ask the Question: How might we? Brainstorming ideas for the “purpose of change”



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Step 4: Discuss and organize the ideas according to the 10 types of innovation framework

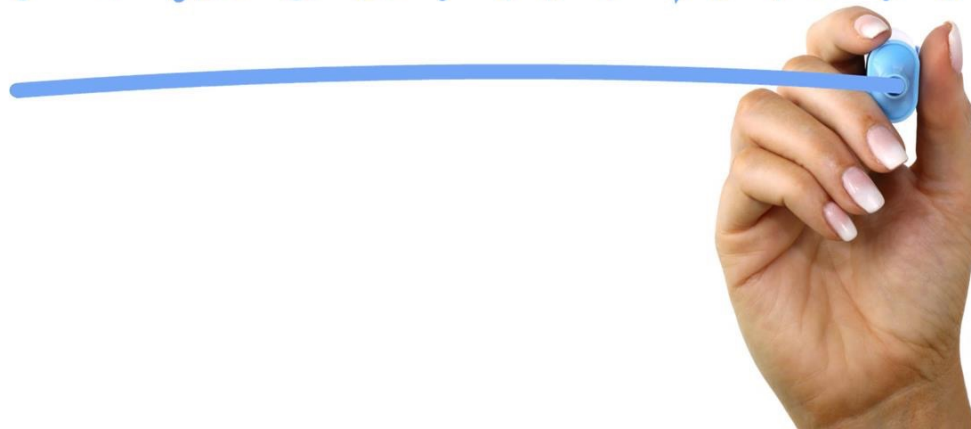


Source: Keeley, L., Pikkell, R., Quinn, B., & Walters, H. (2013). *Ten types of innovation*. John Wiley & Sons.

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Step 5: Present the Project

PRESENTATION



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Workshop | Navigating TRENDS | Self Assessment

Topic	Answer
Define a Trend.	
Why a Trends Analysis is important for an entrepreneurship project?	
Identify the 10 Types of innovation.	
What did you learn from this exercise?	

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