



90 Day Checklist

Day 1 -30

Build The Foundation

- ☐ Understand where the business gets its future trend intelligence from.
- ☐ Conduct a trend resource audit, you can learn how to do this in Trend Leader, Chapter 3: Principle One: Create A Trend Framework.
- ☐ Investigate if the business has an understanding of the future consumer mindsets they need to pay attention to, as well as current ones?

Day 31 - 60

Assess What's Working

- ☐ Gather information on which trends have worked well previously for the company and which haven't.
- ☐ Look for patterns in the types of change the business responds to or ignores.
- ☐ Conduct a trend performance audit, following the guidance in Trend Leader, Chapter 3: Principle One: Create A Trend Framework.
- ☐ Conduct a Stakeholder Analysis using our tool, noting each stakeholder's priorities, goals, barriers, and objections to change.

Day 61 -90

Activate Future Thinking

- ☐ Find out are there regular, well-rounded conversations about the future happening in the business?
- ☐ Investigate if ideas move smoothly through the business, or is there 'concept erosion'?
- ☐ Look for points where ideas get diluted between design, production, messaging, and marketing.

In a business that’s prepared for change, everyone has a role in understanding future trends. Evaluate each stakeholders’ priorities and challenges to get a well-rounded perspective on how and where you can drive important change.

Stakeholder Analysis Tool	Key Requirements	Key Challenges	Involvement	Influence	Impact on Success
Board	...	...	...	...	...
Exec Team	...	...	...	...	...
Designers	...	...	...	...	...
Buyers	...	...	...	...	...
Merchandisers	...	...	...	...	...
Marketing	...	...	...	...	...
Insight	...	...	...	...	...
Suppliers	...	...	...	...	...

Expand Your Trend Knowledge

Explore our free trend resources to understand more about what trends are, why they matter and how to bring them to life inside your business.