

Future- & Trend-Monitoring

Background

In times of an ever rising information flood and media diversity it is becoming increasingly difficult to filter important issues early enough. Which information is relevant and will help me advance? And how can I gain access to it in the daily flood of data?

A consistent screening of defined topic areas and an ensuing evaluation and assessment procedure constitute the most effective means of countering the information flood. The focus is set on the future - on the identification of trends and potential development pathways that may influence the company.

Aim

- Improved orientation: „Where do I stand?“
- Clearer positioning relative to competitors
- More efficient use of resources
- Minimisation of risk in entrepreneurial decisions
- A professional image

The proposed Future- & Trend-Monitoring aims to collect current issues and trends within predefined topic areas and to filter, condense and evaluate the collected knowledge.

Realisation

After being commissioned with a Trend-Monitoring task das fernlicht scans clearly defined sources such as internet newsletters, websites, platforms, surveys, trade fairs, journals, expert interviews and conference contributions, researching sub-topics defined by the customer.

The selected topics may concern clearly defined areas (e.g. the changing role of property management in the future) or general headings (e.g. future housing trends – innovations, international success models, quantitative and qualitative market development, etc.). An important aspect is focussing on risks and potentials related to the subject area.

Every three months the results of the monitoring process are presented and discussed in order to evaluate the relevance of these developments for the enterprise. Additionally, a written report summarises the results (including a collection of links and articles) that can be presented on the client's website or used for press releases, product information folders, etc.

Costs

Costs for a monitoring process depend on

- The extent of the topics
- The topic choice (more specific tasks lead to higher research costs)
- The time span of the monitoring process
- The form the report takes
- The intensity of information evaluation and assessment

Typical costs start from 1400€.