

Megatrend

Mashup

[THE GAME]

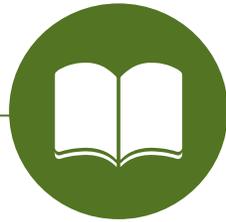
# Congratulations!

YOU HAVE BEEN SELECTED TO PLAY MEGATREND MASHUP

IN THIS TIME YOU WILL:



Face an  
Issue



Gain  
Knowledge



Share  
Knowledge



Make a  
Plan



# Face an Issue

**DRAW A PROBLEM CARD**



## Gain Knowledge

---

**DRAW 6 MEGATREND CARDS PER TEAM,  
READ THEM**

**TIME TO COMPLETE MISSION: 2 MINUTES**



## Share Knowledge

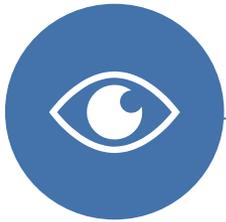
**SHARE WHAT YOU HAVE LEARNT WITH THE TEAM,  
PLACE THE CARDS IN A CENTRAL POOL**

**TIME TO COMPLETE MISSION: 4 MINUTES**

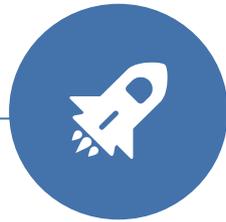


# During your mission

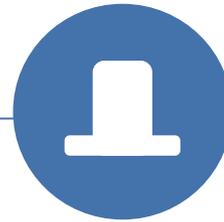
KEEP IN MIND THE FOLLOWING:



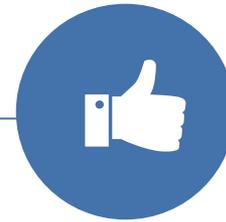
Embrace the  
Uncomfortable



Avoid  
Scifi



White  
Hat First



Respect and  
Fun



## What the future looks like

---

**CHOOSE 2-3 TRENDS AS A TEAM AND MASH THEM TOGETHER TO SOLVE THE PROBLEM**

**TIME TO COMPLETE MISSION: 15 MINUTES**





## How we get there

---

**WRITE AND/OR DRAW A STORYBOARD WITH  
COMMENTARY**

**TIME TO COMPLETE MISSION: 10 MINUTES**



# Why would we do this

**DESCRIBE THE VALUE AND THE OBSTACLES**

**TIME TO COMPLETE MISSION: 10 MINUTES**

