TREND IMPACT WHEEL

„TURNING POINT“ | THE EFFECTS OF THE WAR IN UKRAINE ON OUR FUTURE

ABOUT THE TREND IMPACT WHEEL

TRENDONE analyzes the latest trends and innovations in great depth. Using our 360-degree micro-trend research method, we study the evidence to identify the dynamics and phenomena of change.

The "Trend Impact Wheel" is based on the explorative method of the "Futures Wheel". Developed in 1971 by Jerome C. Glenn, this serves to identify the primary, secondary and tertiary consequences of an event.

With the Trend Impact Wheel, we not only point out the direct and indirect consequences of the war in Ukraine.

We also highlight the macro-trends in our Trenduniverse that are affected by the impact of the war.

Our objective is to make it easier to understand the complex and highly dynamic processes of change.

EVENT

The event whose effects are being explored is at the center of the Trend Impact Wheel.

PRIMARY IMPACT

The direct primary impacts are arranged in a circle around the event at the center. A cause-effect line connects each impact with the event. The impacts may be positive,negative or neutral.

SECONDARY IMPACT

The possible secondary impacts, which result directly from the previous impacts, are featured in the next layer around the center. Cause-effect lines show the combinations of the impacts.

TERTIARY IMPACT

All the tertiary impacts have a correlation to the existing trends. The result is that these trends will be strengthened or weakened. The outer layer shows which trends will become more relevant in the future.

Which trends should you and your organization now focus on?

→ **Find out with the help of our Trend Manager Tool.**

GROWING RELEVANCE OF MACRO-TRENDS

0–4

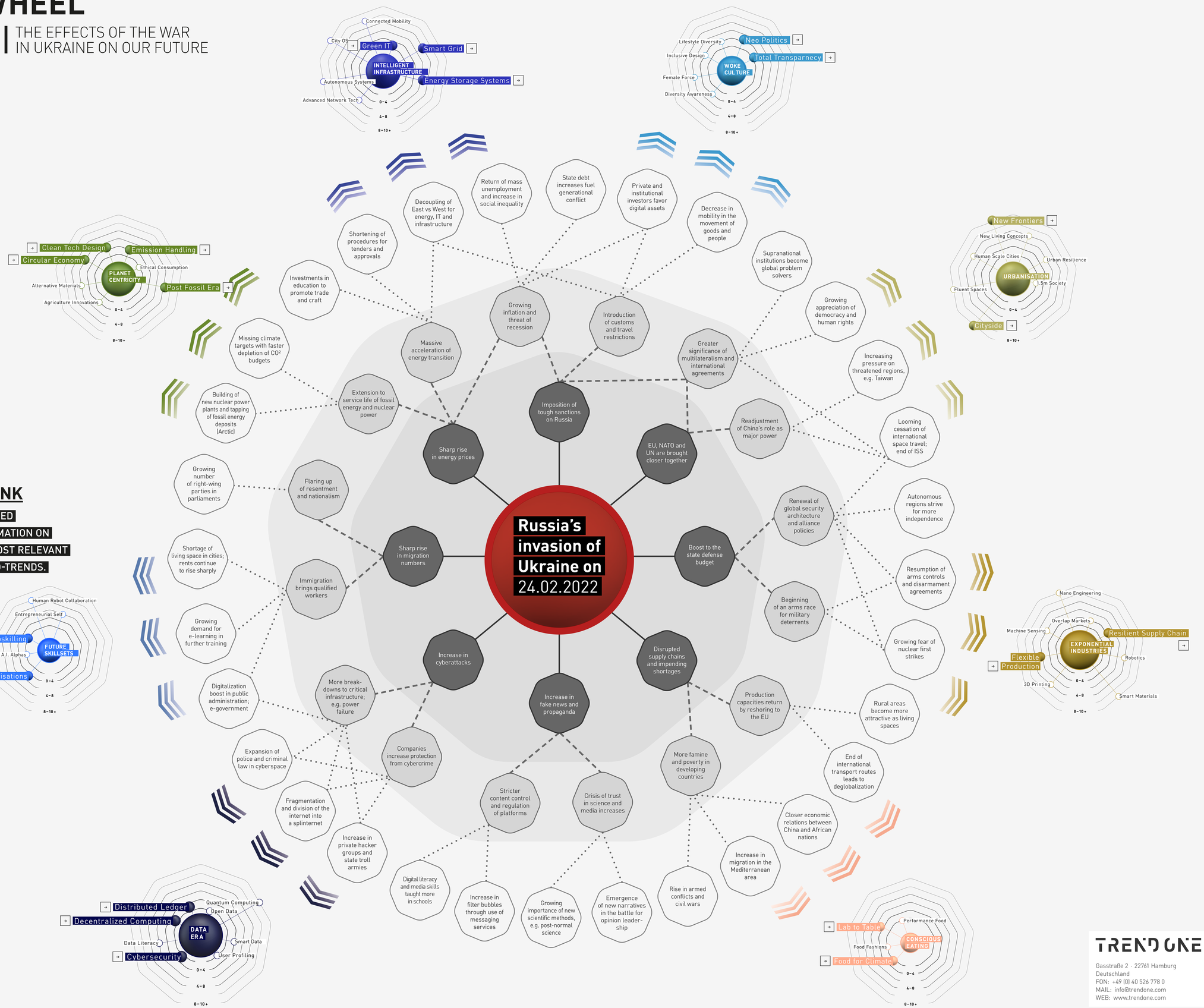
These macro-trends have a high level of maturity, their influence can already be felt and they offer direct potential for action.

4–8

Companies should now start preparing for the macro-trends in this category, as their early effects can already be seen. Mainstream adoption of them will usually require a bit more time.

8–10+

Although these macro-trends still have a low level of maturity, their developments should now be monitored carefully and continuously.



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