

Trend canvas

The **trend canvas** will help you create a timeline to manage trends happening in the world around your business. It will help you work when external trends are likely to impact your business, and when you need to start taking action to ensure a successful response.

Make sure you've completed your **context map canvas**, **design criteria canvas** and **SWOT canvas** before starting the trend canvas.

Instructions

1. Before you start:

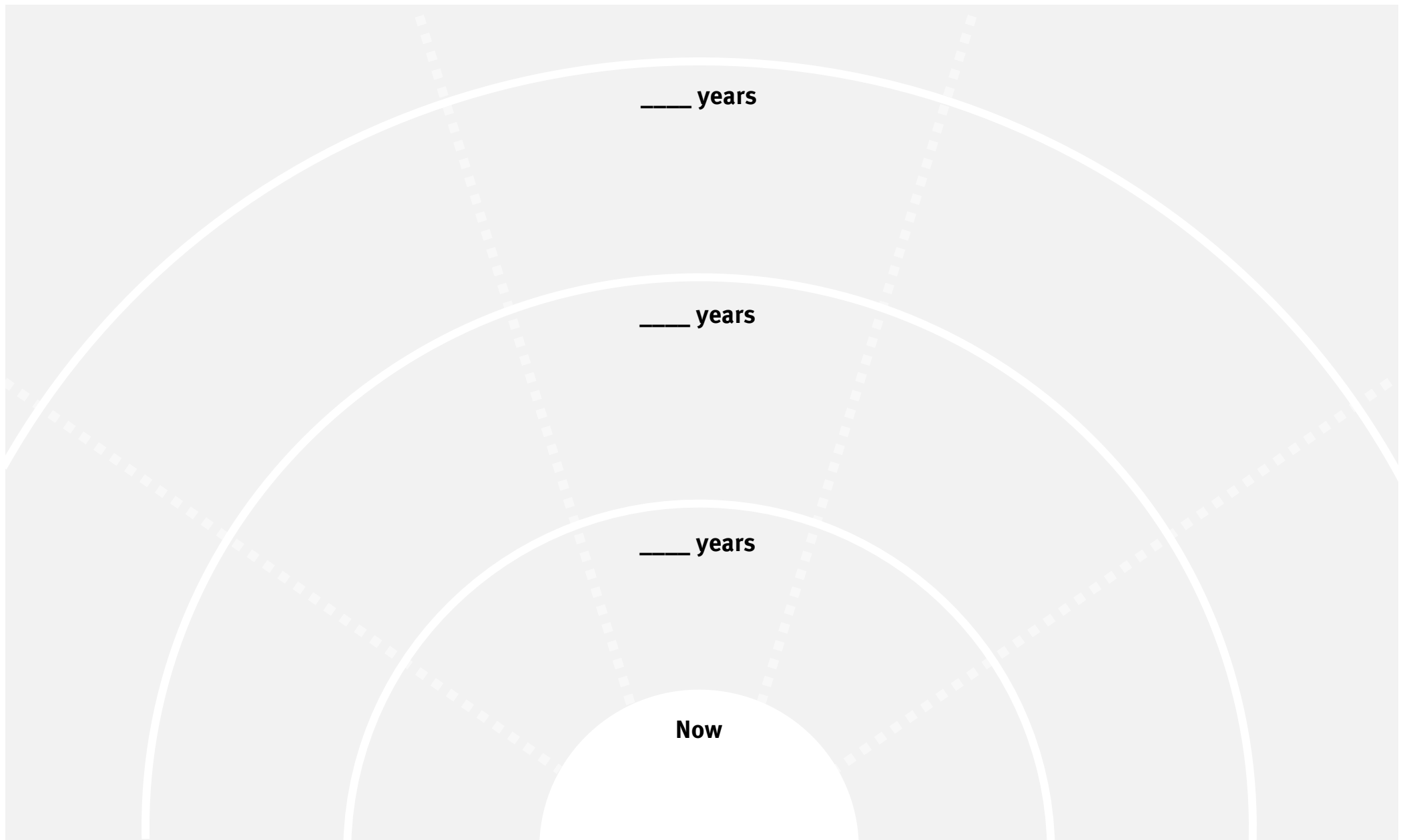
- Decide on the format that suits you:
 - print a large copy of the template and hang on the wall
 - download the template and complete on your computer or project onto a screen.
- Have plenty of sticky notes and pens ready.
- Allow around 45-60 minutes of undisturbed time.

2. Complete the canvas:

- Add month or year intervals that best meet your business needs to the sections on the canvas. For example, if you want to plan for the year ahead, you might choose 3 months/6 months/12 months. If you want to plan further into the future, you might choose 1 year/2 years/5 years.
- Look at the opportunities and threats you've identified from your SWOT canvas. Estimate when they are likely to impact your business and place them in that timeframe on the canvas. This will give you an idea of what you need to action now, and what you may have extra time to plan for.
- Once you've started developing actions for how you'll respond to each opportunity or threat, map these on the canvas as well. You'll learn how much time you have to act, and what you need to do in that time to prepare.

3. Save or take a photo of the completed canvas to review in the future.

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