

# TREND RADAR

Redefining Business Vision



Join our comprehensive one and half day Trend Radar workshop to strategically navigate market changes and align your business vision with future trends. Through in-depth analysis and tailored recommendations, we help you discover high-leverage business potentials and develop actionable strategies.

Our clients across various industries trust us to provide high-quality insights and strategies that align with their long-term goals and market trends.

## Core Challenges

- **VUCA Environment:** The constantly changing market makes planning and securing business models difficult.
- **Lack of Methodologies:** Companies struggle to align themselves despite uncertainties.
- **Pressure to Digitalize:** The urgency to act is high, but the direction is unclear.
- **AI Implementation:** Existing AI ideas and scenarios raise fundamental questions and issues with current processes.

## Tangible Results

- **Develop Tangible Future Scenarios:** Use AI to develop and align business strategies with future scenarios.
- **Comprehensive Company Analysis:** Achieve a 360-degree view of the company, addressing both White Spots and Blind Spots.
- **Actionable Recommendations:** Define specific action points and recommendations for implementation.
- **Identify New Target Groups:** Recognize opportunities to reach additional target audiences.

## Workshop Overview



### Step 1: Preliminary Discussion

- Define the exact objectives and starting questions for the workshop with the stakeholders.
- Example: How can we develop new business models through AI and digitalization in our service offerings?



### Step 2: Full-Day Workshop

- **360-Degree Status Quo Analysis:** Gain a comprehensive view of the current state.
- **Identify Future Risk Factors:** Evaluate potential risks for future developments.
- **Future Readiness Analysis:** Analyze societal trends based on tangible future scenarios.
- **White Spots and Blind Spots:** Identify areas already in focus and those previously overlooked.
- **Identify High-Leverage Business Potentials:** Determine business potentials with the highest impact.
- **Follow-Up:** Additional individual consulting and support for implementation can be provided.



### Step 3: Post Workshop Review

- **Prioritize Global Measures:** Prioritize company-wide actions and prepare for their implementation.

## Summary



### Starting Point

Following LEARN AI



### Audience

Strategic Roles (CxO, Business Development Leadership)



### Location

On-site (external location recommended)



### Duration

1,5 Day

# Customer Trust





All content in this presentation is the intellectual property of ACP Holding Digital AG.  
Unauthorized use or distribution is prohibited without explicit consent.