# **Trend Hunting**

The world is not static. Your customers are constantly changing. Your industry, teammates and organization are changing. Keeping up with those changes is a good source of inspiration for topics to study. Here are a few search phrases you can use to search Google or another search engine to keep up with trends.

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| Search Term |
| Top [function] trends for [year]  *(Function is your role within your organization. I would search Training, for example.)* |
| Top [industry] trends for [year]  *(Industry is your organization’s primary industry. I would search Education, or Adult Education, or Leadership Education, for example.)* |
| Top [customer] trends for [year]  *(Who are all your organization’s customer types?)* |
| Top startup trends for [industry] [year]  *(Startups and startup funding are great ways to keep a pulse on your industry)* |

Ideas for improvement: