

# 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.

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: