

DECODE

The-First-to-Know™

A fast-track to understanding where markets and consumers are headed next

Most organisations spend their time responding to change once it becomes visible. The challenge is spotting important shifts while they are still forming.

In this engaging lunchtime talk, TFTK founder Dr Lida Hujić introduces the-first-to-know™ innovation diffusion model — a practical framework for understanding how new ideas emerge, spread and eventually become mainstream. Drawing on three decades of research, cultural immersion and real-world application and influence, the session offers a fresh perspective on innovation, consumer behaviour and the origins of future market opportunities.

Participants leave with new ways of thinking about growth, innovation and cultural change, helping teams ask better questions, challenge assumptions and identify opportunities earlier.

Ideal for

- Innovation and insight teams seeking fresh perspectives
- Brand and marketing teams looking beyond current trends
- Leadership teams navigating uncertainty and future growth
- Organisations wishing to build a stronger culture of curiosity and learning

Key Takeaways

- Why most trend spotting happens too late
- How major consumer shifts form before they become visible
- How Innovators influence future mainstream demand
- A practical framework for identifying emerging opportunities
- New lenses for innovation, communication, strategy and growth
- Creating communications that feel culturally ahead rather than reactive

About the Model

The-first-to-know™ model is outlined across three publications — *The First to Know*, *The 2.5%* and *Never Conform*. Developed over several decades and tested through research, consulting and cultural programming projects internationally, it offers a distinctive approach to understanding how ideas move from the cultural fringe to the mainstream.

For more information and to book a session, in first instance, please get in touch via the contact form on www.tftk.info – thank you!