

MACRO TRENDS 2015+ - Looking at society and tomorrow's people

By ANNE LISE KJAER

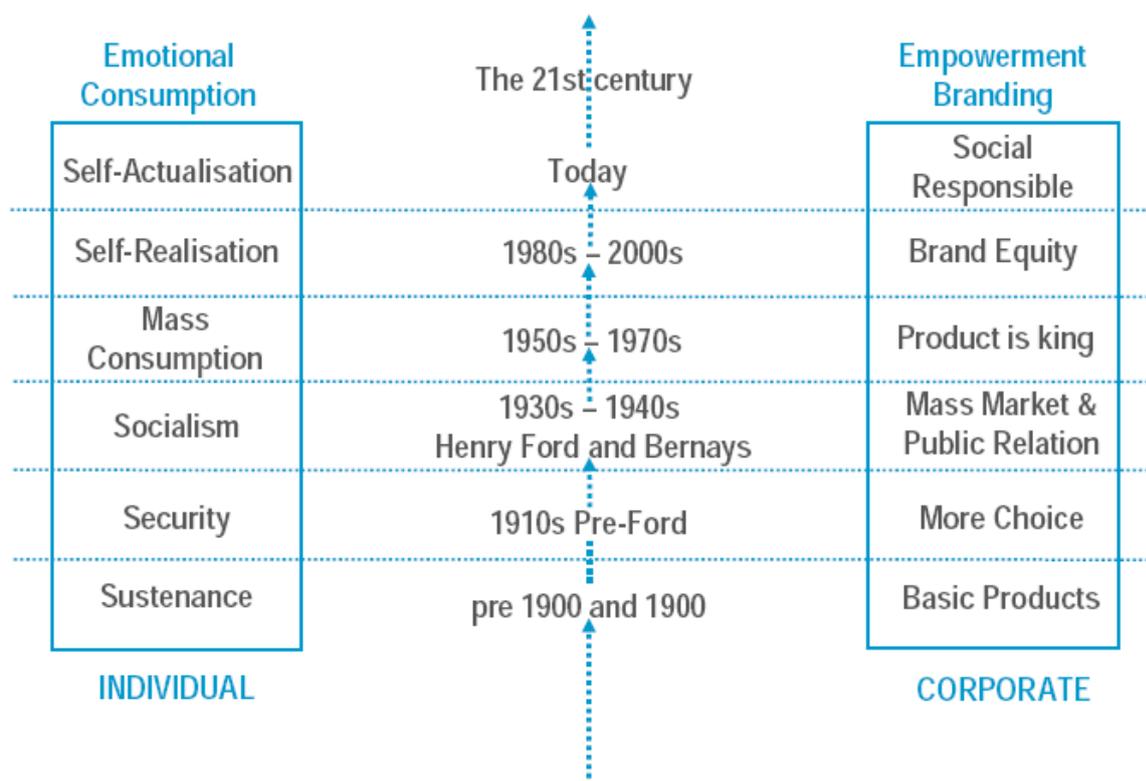
The future is not some place you go – we create the future.

What is **most apparent in today's society** is the sheer **diversity and complexity of everyday life**. We are **supposedly more informed than ever** – we feel **burdened by the information overload** that has become **a very integrated part of our life**. We are all in the same boat - **constantly bombarded with predictions, promises and warnings**.

But **how often do we ask ourselves "what do I really want for my future?"**

Let's have a look on the MACRO TRENDS of our near future – how consumer needs will develop and which business strategies are therefore the ones which will succeed:

I. EVOLUTION OF SOCIETY



We are entering a new era where value sets are shifting

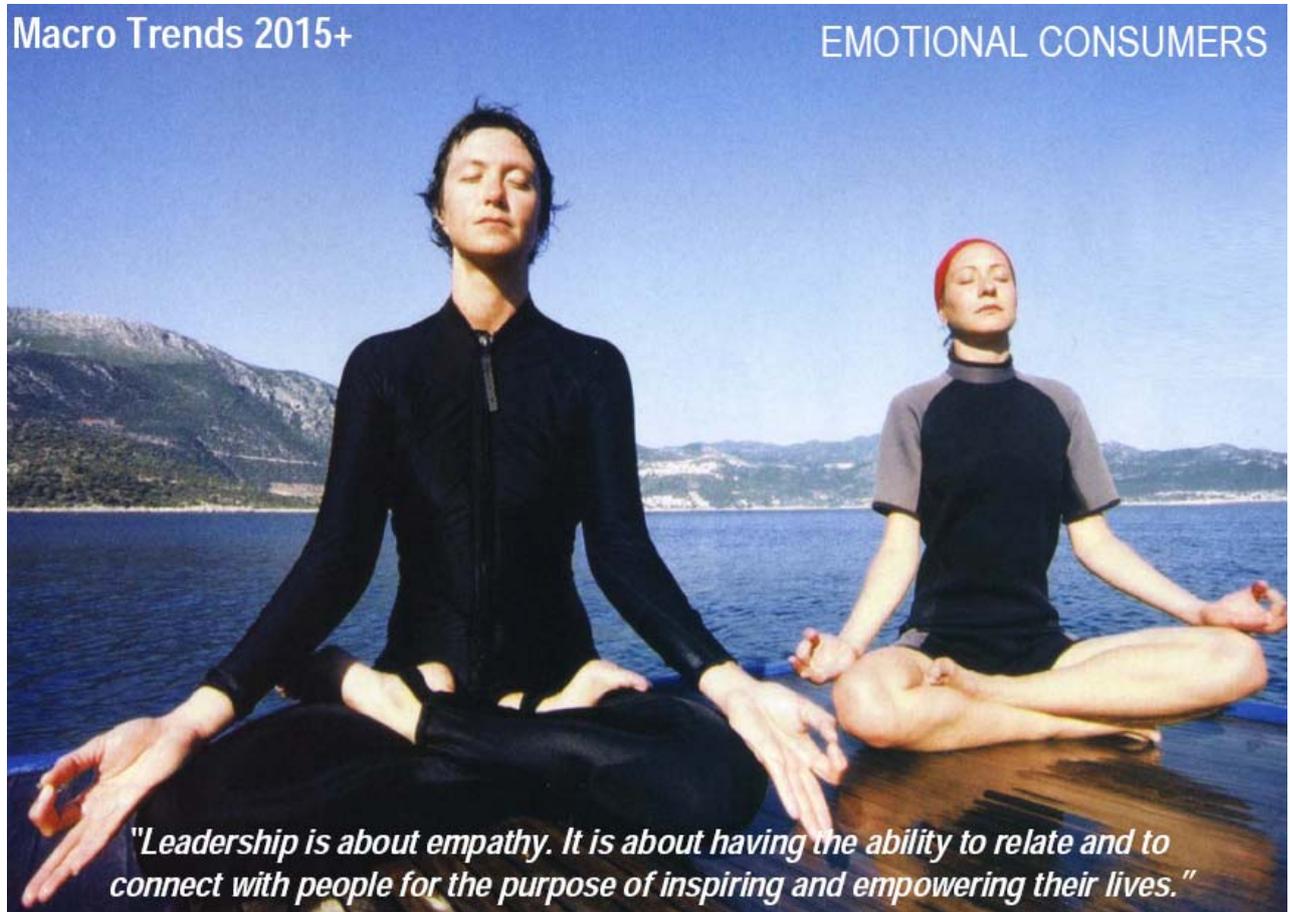
1. EMOTIONAL CONSUMERS

Self Empowerment is a personal goal and therefore **Social Responsibility and Transparency** is top of the agenda for most companies. **We see ourselves as a**

'work-in-progress'. We have already discovered that money can't buy happiness. We look for emotional connection and empowerment in all areas of life.

WE ALL ASK, 'HOW CAN I GET MORE OUT OF MY LIFE?'

Our priorities are clearly shifting. Emotional values and the time to think and dream are increasing in importance.



(OPRAH WINFREY)

2. CONTRASTS CO-EXIST

We live in a multidimensional world where contrast and diversity rule.

CULTURE IS BOTH:

- individualistic and humanitarian
- individualism and philanthropy

THE TWO MAJOR PRINCIPLES IN TODAY'S SOCIETY:

- The quest for efficiency and success
- The ideal of happiness and quality of life

HOW DOES THIS BALANCING ACT WORK IN THE REAL WORLD?

The key is to understand the social pressures at work in our society

and then **anticipate the, sometimes contradictory, demands:**

- **The ardent recycler also dreams of becoming a 'SPACE TOURIST'**
- **The doting grandmother of five spends their inheritance on 'BOTOX '**

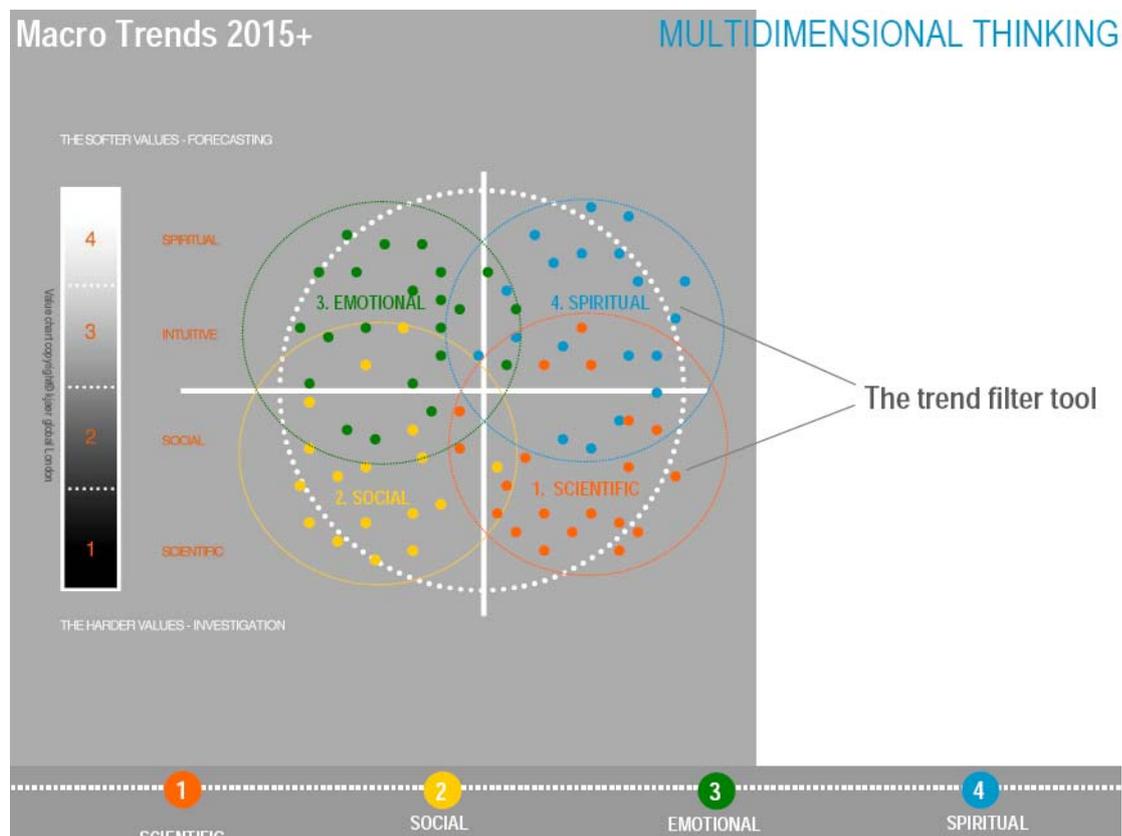
3. FROM FACTS TO FEELINGS

I have talked about the **'Emotional Decade'** for years. **When I** first used to mention **'Feelings'** to a client, their usual response was: **"We want 'Facts'."** Today corporations recognise the value of **EMPATHY & EMPOWERMENT**

We already see **the emergence of Empowerment Companies**. Their aim is to **facilitate knowledge to people both inside and outside their organisation in order to empower them on all levels**.

*Look at **Apple, Tate Modern, Philips, Unilever, Ikea and INNOCENT** – all companies or organisations focusing on empowering and engaging with their audience. They practise what I call **Multidimensional Thinking**.*

4. MULTIDIMENSIONAL THINKING



The key to understanding people is to **tap into their softer dimensions**. I use the **Multidimensional platform** to **filter the many complex and contradictory trends**.

Multidimensional thinking is **critical to the future of all companies**. It ensures you **achieve that vital balancing act** and reach people in meaningful ways. You must **engage on all levels to be successful** today.

- **SCIENTIFIC- SOCIAL - EMOTIONAL – SPIRITUAL**

5. TREND INTELLIGENCE/ TREND MAPPING

TREND MAPPING IS A SHORT-CUT TO CREATE CLARITY OUT OF COMPLEXITY. This Trend Atlas – is a very handy tool to decode the broader cultural context of social trends.

- Trend intelligence is essential for business success on all levels
- Most important of all, it allows you to identify opportunities and connect with the true needs of tomorrow's people

Let me give you a snapshot of each dimension



II. KEY SOCIETY DRIVERS

There is no doubt: we face **great changes**. The question is:

What is the best future strategy for anticipating and managing change?

- Do I sit back and wait it out – pretending that this will not affect me?
- Or Do I ride the wave turning obstacles into opportunities?

I love this Chinese proverb: 'When the wind of change rises, some people build walls. Others build windmills.'

Here are the key trends that are shaping tomorrow:

1. GLOBALISATION / GLOCALISATION
2. ASIA & NEW ECONOMIES
3. CONVENIENCE TECHNOLOGY
4. CONNECTED
5. SMART TECHNOLOGY
6. TRANSPARENCY
7. GLOBAL SUSTAINERS
8. RETHINKING ENERGY
9. THE CREATIVE CLASS
10. AGEING POPULATION
11. FEMALE EMPOWERMENT
12. HEALTH AND WELLBEING

Let's introduce them very briefly:

1 GLOBALISATION/GLOCALISATION

Increasing **global connectivity** and integration between nation-states, corporations and individuals leads to increased interdependence. The increase in **human migration**, of International trade, **free capital flow**, and finally of the widespread diffusion of technology **affects us all on a global level**.

2 ASIA AND NEW ECONOMIES

Asia and other **new economies have become major players** that will define future business, science and leadership agendas. **These new Superpowers are presenting both a wealth of new challenges and opportunities.**

3 CONVENIENCE TECHNOLOGY

Convenience technology provides today's people with a tool that empower them and give them a degree of ease in a hectic world. **We can now control and juggle our life** in a way unheard of just 15 years ago.

4 CONNECTED

People are **increasingly putting their faith** in information delivered through **'social software'** from a virtual network. Friendship networks grow and **people are forming tribes across cultures, beliefs and borders** as never before

5 SMART TECHNOLOGY

One of **the greatest benefits of digital technology** has been **the empowerment of individuals**. Technology is faster, better smarter, and, in this accelerated, borderless, wireless world, we are **making instant choices** about who we are, what we do, and what we want.

6 TRANSPARENCY

Transparency implies openness, communication, and accountability. Businesses and governments **must have an attractive ethical dimension** and practice a 'genuine caring attitude'. Tomorrow's citizen want **fair trade and traceability** – he wants **more meaning**.

7 GLOBAL SUSTAINERS

The **influential and informed individual practises sustainability by doing** – applying it to **all levels** from **product preference to lifestyle**. **Businesses must have an attractive 'green policy'** as well as **an ethical and caring attitude**.

8 RETHINKING ENERGY

The reality of **Global warming has caused us to rethink energy**. **Both** on a **personal scale** in the way we consume and live and on a much larger, **society scale**. There are **positive new avenues to be explored**. **Renewable energy resources** and many other innovative projects and ideas **will shape the future** of energy resources.

9 THE CREATIVE CLASS

In U.S. alone it is estimated that **this group has 38 million members, constitutes more than 30% of the workforce**, and profoundly influences work and lifestyle issues. These are **high-achieving individuals** - a **responsible, cohesive group interested in the common good**.

10 AGEING POPULATION

The ticking **retirement time bomb** is a growing concern – will it become an unsustainable burden for future taxpayers? Will we have raise retirement age and work till we are 70? **On the positive side we slowly see attitudes shift** to a more **positive social, cultural and corporate mindset** of age and aging.

11 FEMALE EMPOWERMENT

After an uncomfortable alliance between the sexes - with women mimicking traditional masculine power relations to get ahead in a 'man's world' - **we are now witnessing the emergence of the new woman**. Many women are now better educated than their male counterparts. Already, **there are more female than male entrepreneurs** and these female **icons inspire others around the globe and have influence across culture and class**.

12 HEALTH AND WELLNESS

Health concerns have changed the face of the Western culture. Certain **health issues** have already **reached epidemic levels**. A **healthy body and mind** will become a new form of **future capital** in the century ahead. **We feel comfortable** with the **universal values of the Eastern mindset** and **seek the calm, the healing and recovery it offers**.

III. WHAT CAN COMPANIES LEARN FROM THAT?

1. NAVIGATING COMPLEXITY

Trends present us with exciting opportunities to grow our business. However, without a Trend Atlas deciphering the future can feel a bit like embarking on a road trip to a remote location without your GPS switched on.

2. CONTRASTING MINDSET



The Trend Atlas highlights drivers impacting our future landscape, but it also reveals something more than that.

It clearly identifies two vital contrasting MINDSETS:

- **The HUNTERS** - Me-oriented individuals focusing on life according to themselves
- **The GATHERERS** - We-oriented individuals focusing on the more collective values relating to the group.

Remember that people will always demonstrate both **rational and emotional characteristics**. Both the Hunters and the Gatherers will expect functionality and quality gift-wrapped into a great experience.

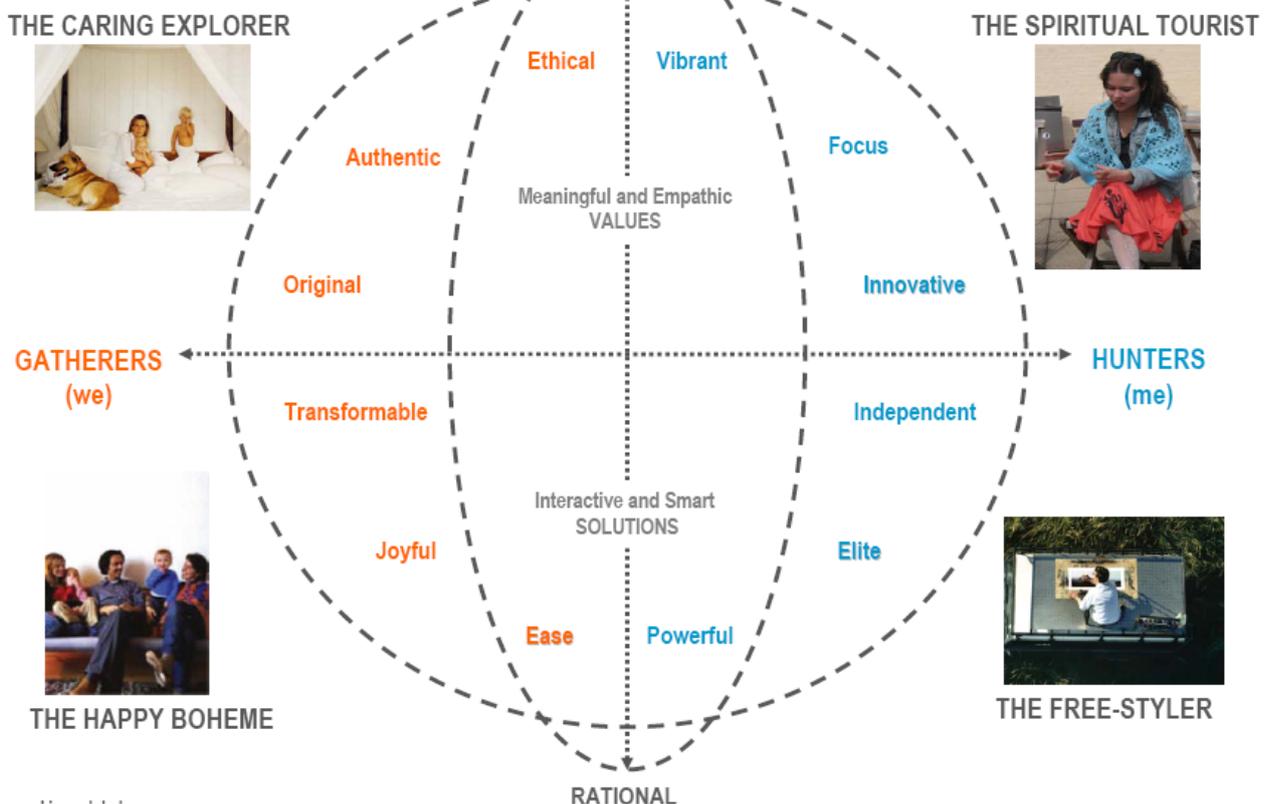
→ CREATING RELEVANT PRODUCT OFFERINGS

3. TOMORROW'S PEOPLE

- In order to create relevant product offerings - you must create a strategy that can fulfil the needs of both the Hunters and the Gatherers.
- This graphic reveals a core - where you tap into the true needs of both.
- Working with contrasting mindsets provides a clear framework and a deeper understanding tomorrow's people and their needs.

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TOMORROW'S PEOPLE



4. OPPORTUNITIES

FINALLY TO CUT A LONG STORY SHORT: Distilling the key trends clearly indicates that in order to meet tomorrow's people and society's demands - you must deliver

SMART SOLUTIONS: Intelligent technologies and solutions facilitating, educating and emotionally connecting with people should be your mantra for the century ahead.

- This means communicating the qualities of high performance materials and components in engaging and informative ways – be transparent.
- People will become increasingly focused on what is behind a product in order to make informed decisions when purchasing.

Siemens: - *Silence by Design*

INTERACTIVE PLATFORMS: Exchange of ideas encouraging co-creation will set tomorrow's agenda.

- Providing people with a mean to feedback will be crucial in tomorrows product development.

- In the future people will demand a deeper insight into how various products can benefit and truly can empower their everyday lives.

Nokia: Connecting People and

Apple: The I-pod generation

MEANINGFUL VALUES: Social responsibility, sustainability and ethics are magic words in a society yearning for meaning and true quality of life.

- It is vital to incorporate sustainable components to keep a greener and more efficient production.

Toyota: Green Credentials in Action – PRIUS

Innocent: Smoothies with no artificial ingredients – Educational packing

EMPATHIC ENCOUNTERS: Inspirational and emphatic exchange will shape future businesses and product development opportunities.

- A deeper understanding of the end-user behavior and needs is essential when you connect and engage emotionally with people.

- You must offer sensorial encounters throughout the product value chain.

Philips: Sense and Sensibility – Lifestyle Technology

IV. CONCLUSIONS – NAVIGATING THE FUTURE

We are entering a new age where value sets are shifting.

- It used to be “I think and therefore I am”
- Then it was: “I shop and therefore I am”
- The future is all about: “I Feel and therefore I Am”.

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NAVIGATING THE FUTURE

To reach tomorrow's people and society demands you must deliver smart, interactive, emphatic and meaningful solutions.



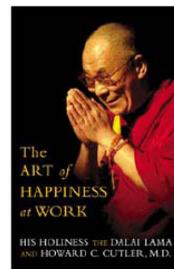
SMART



INTERACTIVE



EMPHATIC



MEANINGFUL

21st-Century's key drivers will be 'Empathy and Emotional Connection'

It is not enough to know a lot. You also have to **be able to convert you knowledge into strategy.** **So my advice is:**

- Never stop thinking about tomorrow.
- Create your company **TREND ATLAS** and remember that **less is more.**

In other words you have to feel (rather than just know) in order to connect with your audience in meaningful ways.

If I had to distil the 21st-Century's key drivers into one key phrase it would be 'Empathy and Emotional Connection' .