Attitude of resilience

Sustainable future

Networked sharing society

Activism & social impact

Trends affecting the future opportunities of creative field and businesses

Meaningful experiences & purpose driven businesses

Virtual & digital life
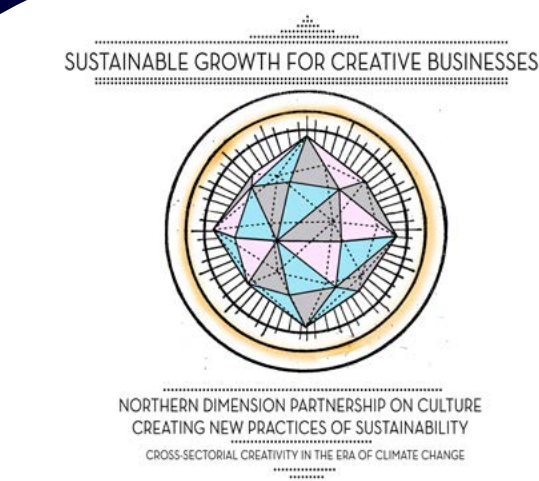
SUSTAINABLE FUTURE

★ In the age of Anthropocene both climate change and the accelerating loss of biodiversity present currently perhaps the most drastic threat for humanity and the whole planet. The forerunner companies and organizations are not only being vocal about it but investing proactively in a more sustainable future for the company and the planet by transforming their businesses with circular economy models, ecologically sustainable design practices and production and biodegradable and renewable materials.

★ While human or customer centricity has long been the mantra for successful businesses, becoming planet-centric is the next move for smart companies and organizations.

★ Sustainability and responsibility strategies and actions should always include all of the dimensions - the socio-cultural, the economic and ecological sustainability – as they are interlinked.

★ Why we still have sustainability in the trend map? It's because there are still only few companies and organizations that are actually doing it, besides talking about it.
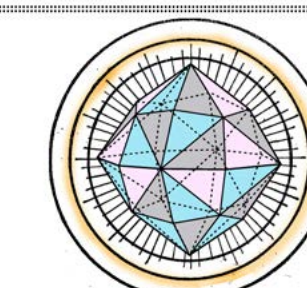
ATTITUDE OF RESILIENCE

★ Organizational resilience is "the ability of an organization to anticipate, prepare for, respond and adapt to incremental change and sudden disruptions in order to survive and prosper." (BSI, 2019).

★ "It is not the strongest of the species that survives, nor the most intelligent; it is the one most adaptable to change." Rapid change and surprising ruptures are the only things constant. Accepting and coming into terms with this is the first step in building resilience, in people, communities and companies. With companies, it's not just the competition to watch out for, but the sudden changes in society and operational environment that create challenges for many and unseen opportunities for the few prepared ones.

Some key traits that resilient companies share are:

★ Having a clear and ambitious purpose and acting on it

★ Constant innovation and experiments with small bets and "fail early" culture

★ Compassionate work culture and psychologically safe work environment

★ Open, flexible and collaborative mindset

★ Growth mindset and appetite for constant learning

★ Having a clear sense of reality and not closing eyes from problems

★ Anticipating change by using foresight and research

★ Being able to turn challenges into opportunities

NETWORKED SHARING SOCIETY

★ "No creative is an island". Collaborative networks and sharing of multidisciplinary expertise is the new normal that creates fruitful platforms for creating innovation, shared value and bigger impact.

★ New digitally amplified network economy is based on sharing of knowledge, resources, skills, capabilities and also built on new collaborative models and revenue models.

★ Open source mentality, inclusive and participatory development processes and tools are the key to achieve best results and abundance of shared value that benefits everyone.

★ Being creative is not a privilege reserved for those with a job title. For practicing a truly participatory and collaborative mindset, it's also crucial to take into account the blurring of the line between creators and "audiences". Most meaningful experiences and value are created in encounters, interpretations and collaboration that advance co-learning and empower everyone to unlock their creative potential.

★ With the acceleration of local and global multicultural connections and networks, new channels, tools and models for collaborations need to be developed – that are built on diversity, inclusion and cultural sensitivity.

★ Cross-sectoral innovation is on the rise, and the creative field and businesses have a vital role to play in advancing the value creation of new innovations. To advance the integration of creative field with other sectors, new operational models, services and capabilities, such as translation of business cultures, spatial matchmaking and multidimensional business planning are needed.
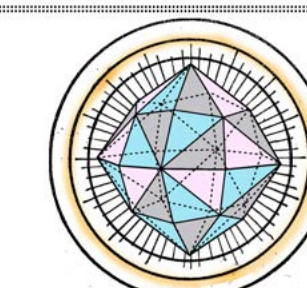
MEANINGFUL EXPERIENCES & PURPOSE-DRIVEN BUSINESSES

★ The thirst for truly meaningful experiences, instead of spending resources on material, has been on the rise in recent years and only accelerated amidst the COVID-19 pandemic. Living in stressful uncertain times with scarce resources to spend and limited access to the normal realm of experiences, people are on the lookout for meaningful, elevating and life expanding experiences, both online and offline. And of course, consuming experiences is a more eco-friendly choice.

★ The expectance for meaningful, impactful and purpose-driven work is also increasing. Companies with purpose-driven businesses and brands currently attract the best talent in the job market and report better employee satisfaction and customer loyalty (Deloitte). They also report 30% higher levels of innovation.

★ While many companies are starting to be outspoken with purpose, only few are still acting on it. According to research (f.e EY) the companies that walk the talk also perform better compared to brands with no clear mission.

★ Purpose-driven companies and organizations are in a significant role in changing the world, accelerating trends and creating a positive impact – thus, being aware and transparent of the impact of business is becoming not only expected of companies but also a brand asset.
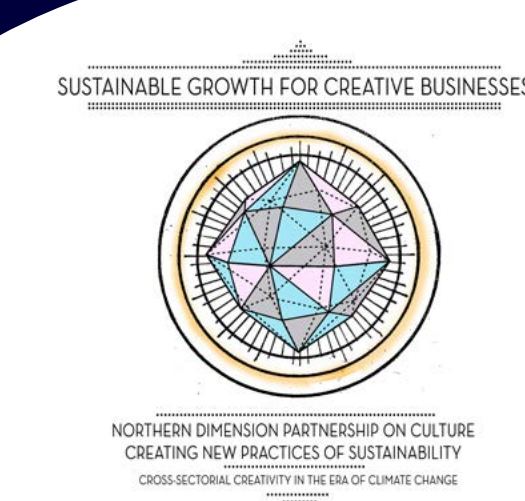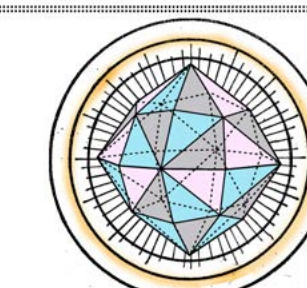
VIRTUAL & DIGITAL LIFE

★ The need to share experiences, feel belonging to a community
and graving for social contacts is more present than ever in the
digital and virtual realm, and the most innovative companies
and organizations are swiftly transforming themselves
into hubs of new digitally amplified communities.

★ While we are living increasingly online, new open tools,
data and other resources for creating digital content and
experiences are making participation more accessible for
everyone. For example, cultural institutions are opening
cultural data for new interpretations and creative play.

★ Virtual and augmented reality and AI are exciting opportunities to
experiment with and possibilities to create meaningful experiences,
when they are used for a meaningful purpose and relevant needs.

★ Online consumption has risen during the pandemic and becoming
the new normal - but it's wise to remember that online shopping
environments can easily offer engaging brand and community
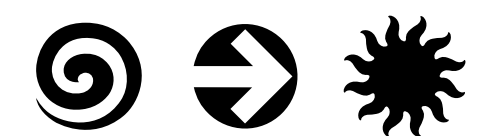experiences and meaningful content, not only a place to buy things.

ACTIVISM AND SOCIAL IMPACT

★ The global power shifts, the increasing inequality and the 1% vs. 99% ratio of wealth accumulation, polarization and populism, racism, the "bubbles" that social media creates, have all created severe social challenges that affect the wellbeing of millions, but have pushed at the same time people to react and act. Citizen activism, as we have recently witnessed for example in the U.S., is clearly on the rise.

★ And it's not only citizens and communities, but various companies and organizations are turning to activism and using their brand to highlight current inequalities in campaigns as well as their business to create change and social impact with more fair and socially sustainable practices.

★ There has been a big wake-up call in the western countries to also realize the effect of "white privilege" and hidden structural racism and thus inclusivity and diversity are becoming ever more important in building sustainable society, culture and also businesses.