

A FUTURIST'S VIEW ON TOMORROW'S GLOBAL CITIZENS AND DIGITAL CREATIVITY



[Home \(/\)](#)

BY ANNE LISE KJAER (/PROFILE/ANNE LISE-KJAER/1407/)
// 06.30.15

[About \(/about/\)](#)

5 / 5

[Mission \(/mission/\)](#)

The key trends shaping the Smart Society The future is not just somewhere we go but something we actively create. In other words, our choices and actions today actively shape tomorrow's reality. Today, navigating complexity is one of our biggest challenges and only 1 in 5 brands globally are perceived to have a notable positive impact on our sense of wellbeing. In order to remain relevant in tomorrow's world, marketers must rethink why

[Team \(/team/\)](#)

[Contact \(/contact/\)](#)

[Archive \(/archive/\)](#)

[Visit Aimia.com \(http://www.aimia.com/\)](#)

their organisations exist and why people will want to engage with them.

Kjaer Global's 4P business model and Trend Atlas (see diagram) can help organisations realign themselves for the challenges of a "Smart Society". While the 20th century was all about left-brain thinking — focusing only on P for Profit — the 21st century requires a far wider definition of success; one where balancing Profit with People, Planet, and Purpose will foster sustainable success.



At Kjaer Global, we study all layers of society — Scientific, Social, Emotional and Spiritual — enabling us to tap into future risks and opportunities. We have defined a shortlist of eight key trends from the four dimensions, which are currently influencing people's lifestyle choices, as well as society and business, globally. While we deal with them individually, they are all interconnected.

The global brain and digital transformation

The "Digital Transformation" is not a destination, but a journey where technology is an enabler and high performance is a given. While fifty billion devices are predicted to be connected to the Internet of Things (IoT) by 2020, the real value comes when organisations build creative solutions. Real-time big data is already solving urban problems in global centres, such as New York city. Future cities will be intelligent networks, connecting people with buildings, goods, and services. Developing user-centred communications, adaptable to multiple devices and channels, is key to ensuring engaged and thriving communities.

Global citizens and "betapreneurship"

As digital natives, global citizens will set new standards in all areas of society. Meanwhile, millennials, who will form half the workforce by 2020, expect a world without boundaries. People-focused initiatives are essential; organisations must invite stakeholders to contribute and encourage disruptive business ideas.

Intrapreneurship initiatives, such as Google's 20% and Post-it's 15% Time to Think for employees, are proven to fuel innovation. But, innovation is now a continual process. Like web development, it is iterative and perpetually being renewed — never exiting "beta" stage. And "betapreneurs (<http://global-influences.com/scientific/economic-drivers/betapreneurship-promotes-growth/>)" accept failure as part of that journey to the next development.

Seamless engagement will be the norm as our phones, wearables and consumer devices talk to one other, facilitating a deeper understanding of human needs and behaviours.

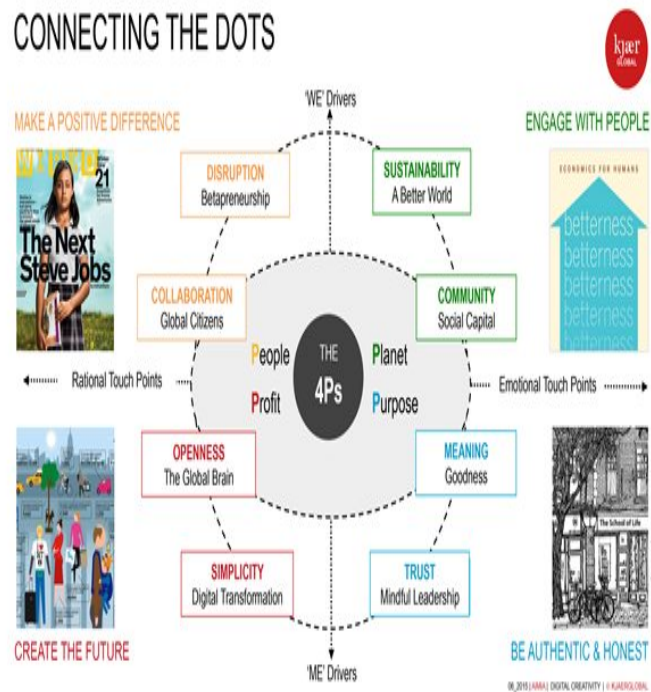
A better world and social capital

People and businesses now aspire to do good through participation and collaboration, and this culture of "betterness" is inspiring us to rethink human exchange for the benefit of our planet and community. The Circular Economy is a movement to maximise resources and minimise waste to promote green growth. It will transform traditional business models by using real-time data to deliver better customer experiences, while also reducing waste and pollution. Access and sharing will grow in importance, enabling us to rent or share, rather than buy, almost anything. This will build social capital as community-minded networks come together to reduce their impact on the environment.

Goodness and mindful leadership

Transparent organisations are well placed to make a positive difference in people's lives and will be recognised as having a clearly defined purpose. Put simply, reputation is the most valuable currency of business. In 2014, the Year of Mindful Living, The World Economic Forum, Harvard and Silicon Valley joined in the conversation about mindful leadership. As the head of mindfulness at Google, Chade-Meng Tan put it succinctly: "Goodness is good for business."

Consumers are speaking with their wallets and their spending decisions are influenced by the values of the companies they are purchasing from. According to the 2015 Cone Communications, Ebiquity Global CSR Study, 90% of global consumers would switch brands to one supporting a cause, and 84% report seeking out responsible products whenever possible.



Connecting the dots

As conventional measures of success are redrawn, organisations must start connecting the dots. This 4P model is already shaping tomorrow's people, the digital economy, and the Smart Society, and it is the fuel businesses need to inspire collaborative ventures, innovative ideas, and sustainable growth.

In order to become change makers, we must:

- Actively **create the future** and strive to **make a positive difference** by prioritising **openness** and **collaboration**
- **Engage with people** and **be authentic and honest** about our purpose to **build community** and **meaning**.

It is liberating to remind ourselves that we can all be active change makers when we take control and have ownership over the future through our choices and actions. Meaningful engagement is key to success in the 21st century, and winners of the future will be those organisations that are agile enough to adopt the 4Ps.