THE FUTURE IS NOW
The past, present and future of sustainable fashion
Our work/live retreat on Denmark’s west coast is an event space for recharging and re-thinking the future
“Never stop learning”

Our online academy inspire, guide and teach individuals and teams “How to Think, Work and Play like a futurist”
Only 1 in 5 brands are seen as meaningful – so businesses need to rethink why they exist and why people should engage with them.
WHOLE-BRAIN THINKING – the 4P Business Model

* People
* Planet
* Purpose
* Profit

Balancing people and planet with purpose – will lead to sustainable performance
SOCIETY DRIVERS – Key Macro Trends

* BETAPRENEURSHIP
  Maker Culture + Disruptive Innovation

* GLOCALISATION
  Cultural Capital + Authentic Storytelling

* NEW MODELS
  Circular Economy + Conscious Capitalism

* TRANSPARENCY
  Traceability + Intelligent Consumption

* BETTERNESS
  Economics for Humans + Building Trust

* THE GOOD LIFE
  Mindfulness + Meaningful Experiences

* GLOBAL BRAIN
  Social Big Data + Sharing Economy

* LIQUID SOCIETY
  Global Citizens + Hyper Mobility

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CREATIVE COLLABORATORS

* BETAPRENEURSHIP
Maker Culture + Disruptive Innovation

Alice Rawsthorn
Design as an Attitude

* GLOCALISATION
Cultural Capital + Authentic Storytelling

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GLOBAL SUSTAINERS

* NEW MODELS
Circular Economy + Conscious Capitalism

* TRANSPARENCY
Traceability + Intelligent Consumption
LIGHTWEIGHT NOMADS

* BETTERNESS
Economics for Humans + Building Trust

* THE GOOD LIFE
Mindfulness + Meaningful Experiences

My Minimalist Workout Routine
Matt D’Avella Videos + Podcasts

Sara Berman’s Closet
The Metropolitan Museum New York City

Photo unknown – Nordic minimalist interior
Photo www.projectnourished.com
Photo ©metmuseum.org

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**PROGRESSIVE OPTIMISERS**

* **GLOBAL BRAIN**
  Social Big Data + Sharing Economy

* **LIQUID SOCIETY**
  Hyper Mobility + Global Citizens

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CONNECTING THE DOTS – How to engage tomorrow’s people

**People**
- Build Social Capital
- Be the Human Interface

**Planet**
- Show You Care
- Invite Meaningful Dialogue

**Profit**
- RATIONAL TOUCH POINTS
- Be the Human Interface

**Purpose**
- EMOTIONAL TOUCH POINTS
- Invite Meaningful Dialogue

**Future Road Map**
- 4P
- Traceability
- Responsible
- Engagement

**Creative Collaborators**
- Storytelling
- Glocalisation

**Global Sustainers**
- Innovative
- Betapreneurship

**Progressive Optimisers**
- Connectivity
- Liquid Society

**Weconomics**
- Traceability
- Transparency

**Meconomics**
- Responsible
- New Models

**Human-Centric**
- Engagement
- The Good Life

**Lightweight Nomads**
- Betterness

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CONCLUSION

Tomorrow’s successful organisations will be those balancing social, sustainable and emotional values with economic value.