

The Future of Experience

Current World, Mega Trends and Catalysts of Change



Future of Experience trends



Current
World

The present situation.



Mega
Trends

The constants in the future.



Catalysts
of Change

The high-potential change for a desirable future.



Future of Experience

Current World

2020 marks a year of transition
for society and business.

— Current World

We live in a **world in crisis**, ongoing life-threatening situations such as climate change, a global pandemic, the environmental exploitation coupled with human-created problems has economies and societies living in fear. Eight crises at hand are:

Demanding change



A threatened planet



Economic uncertainty



Societal panic



Unhealthy living



Tech unchecked



Polarizing policies



Pandemic outbreak





Demanding change

- Rise in citizen and community-led movements
- Individuals acting on inequity and inequality
- People seeking intergenerational justice
- Call to abolish systemic racism
- Fight for women's empowerment

Current World

A threatened planet

- Climate change
- Environmental catastrophes
- Waste generation
- Water, land and air pollution
- Food scarcity





Current World

Economic uncertainty

- Stagnation of growth
- Lack of needed systems/infrastructure
- Concerns over an energy crisis
- Unsustainable supply chains
- Tech replacing human activity

Current World

Societal panic

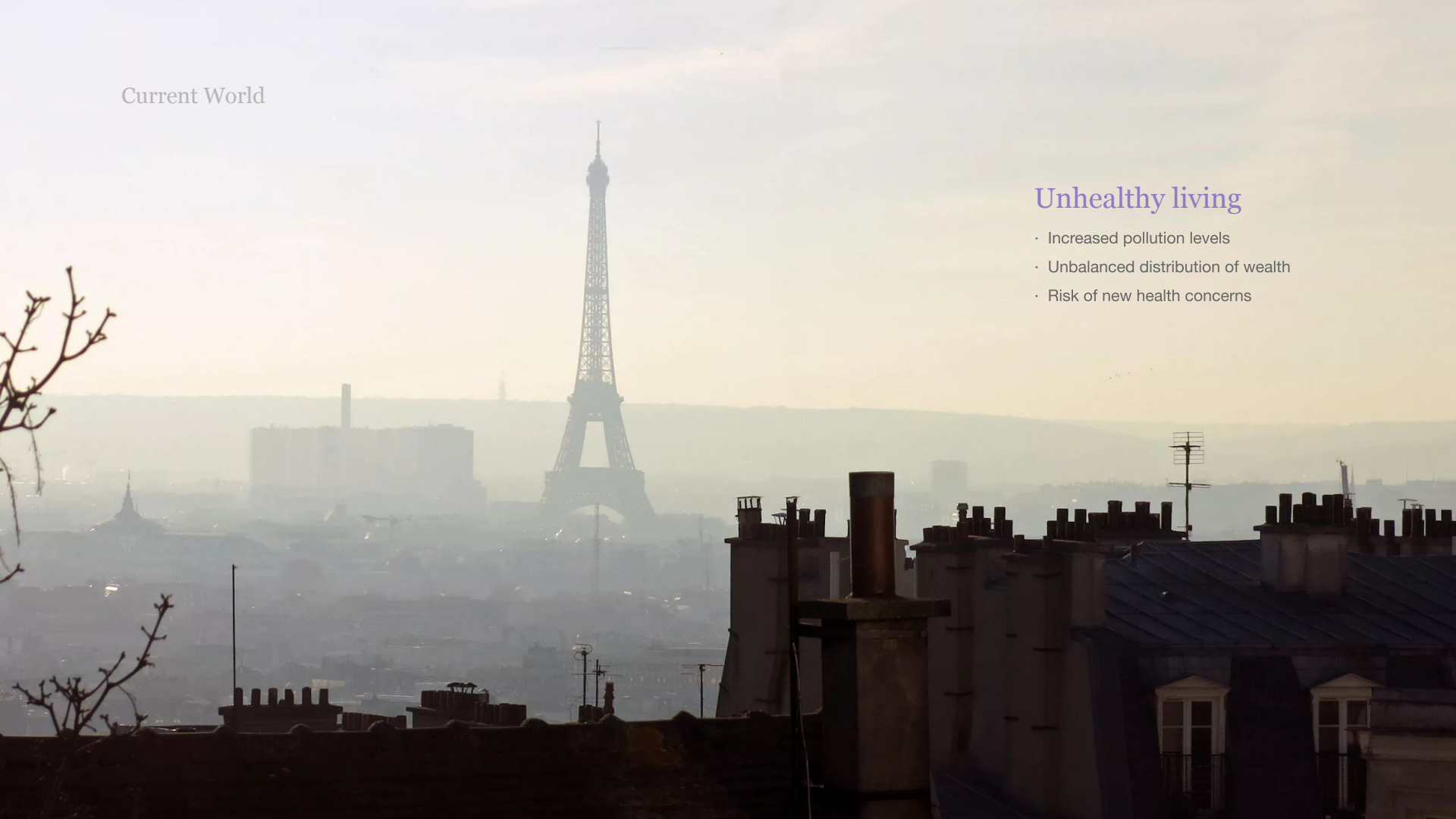
- Societies living in fear of the unknown
- Lack of community
- Lack of trust in others
- Declining quality of information



Current World

Unhealthy living

- Increased pollution levels
- Unbalanced distribution of wealth
- Risk of new health concerns



Tech unchecked

- Inhumane data collection
- Lack of privacy online
- Inexistent AI/data ethics frameworks
- Biased tech systems
- Online propaganda
- Cyber threats





Polarizing policies

- Nationalism gains traction
- Unprepared governments
- Biased justice systems
- Institutions lacking innovation
- Decline of trust in institutions

Current World

Pandemic outbreak

- Broken front-line/emergency response services
- Putting the economy on hold
- Lack of global coordination
- Vulnerable communities at greater risk



Stop here.
Continue when
reaching Activity 3.



Future of Experience

TDK

HYUNDAI

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Mega Trends

Trends most likely happen.
Inform the future with
low-potential for radical
change.

— Mega Trends

Our **world will continue to expand** demographically, technologically and environmentally. We will become more interconnected and digitally-oriented. Our cities will become more crowded and the next generations will become part of the workforce. The six mega trends are:

Next Generations



Close to globality



Urbanization hubs



Interconnected world



Live/work



Digital economy



Mega Trends

Next generations

- Baby boomers as an aging society
- Millennials (born on or before 1994)
- Generation Z (born on or after 1995)
- Generation Alpha (born 2010s)



A satellite view of Earth at night, showing the curvature of the planet and the glowing lights of cities and urban areas. The lights are concentrated in the Eastern Hemisphere, particularly in Asia and Australia, with a few scattered lights in the Western Hemisphere. The background is the dark blue and black of space.

Mega Trends

Close to globality


- Cross-country sharing of culture
- Embedded socially and politically
- Integration of global markets
- Societies connected through digital mediums

A wide-angle photograph of a modern urban street. The scene is dominated by tall, multi-story buildings with various architectural styles, including brick facades and glass balconies. In the foreground, several people are riding bicycles, their figures blurred to convey a sense of motion. The ground is paved with cobblestones, and there are some green plants in a planter bed. The sky is clear and blue.

Mega Trends

Urbanization hubs

- Growing middle class
- More people living in cities
- Communities having different expectations

A photograph of a crowded subway train interior. The scene is illuminated with a strong blue light, creating a futuristic or digital atmosphere. People are packed closely together, many holding up their smartphones to take photos or videos. The train's interior features overhead handrails and circular signs with Chinese characters and English text. The perspective is from within the train, looking down the length of the carriage.

Mega Trends

Interconnected world

- Development of digital infrastructure
- Upcoming technologies like 5G
- Connectivity accessible to everyone

Mega Trends

Live/work

- Aspects of life changing due to technology
- Struggling with a balance between live and work





Mega Trends

Digital economy

- Digital first business models
- Contactless technology
- Digital twins/systems a staple for organizations

"The future is not written."

Naveen Srivatsav, 2020

"The next decade of the experience consulting industry will be about fixing the last century of excess."

Gustavo Zepeda, 2020

We can't design what a human will experience firsthand, but we can design the elements around it that gives them an authentic, memorable, humanity-centered experience.

One thing is certain:

"Adapting to the future of experience will be everything."

Vision Playbook, 2020

Future of Experience

Catalysts of Change

The opportunities of high-potential
change in human experience



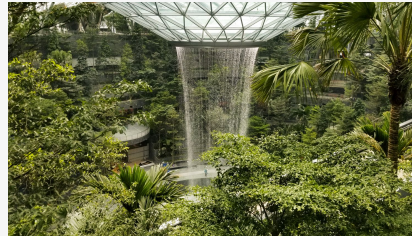
— Catalysts of Change

We can **provoke a future** that brings us to a world of equity, respect, inclusion and diversity between communities and environment. Where society is placed as a key stakeholder of change, leadership and governance. The 8 catalysts of change are:

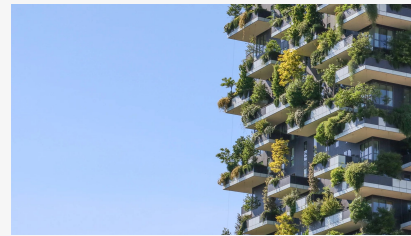
Humanist Society



Environmental Justice



Sustainable Capitalism



Rebalance Trust



Wholesome Well-being



Tech Check & Balances



Invisible Technology



Realigned Governance



Catalysts of Change



Humanist Society

- Communities empowered by the collective
- Cohesive societal fabric in communities
- Reaching equity for every human being
- Value for the collective over individual
- Creativity, diversity and inclusiveness
- Balanced life satisfaction

Catalysts of Change

Environmental Justice

- Closer to carbon neutrality
- Fair distribution of resources
- Balance nature and human activity
- Safeguard land and water resources
- Sustainable energy transition in every industry

Catalysts of Change

Sustainable Capitalism

- Purpose over profit
- Value for all stakeholders
- Goals based on environment/humanity
- Rise in B-crops
- Sustainable/circular business models
- Doughnut economy



Catalysts of Change

Rebalance Trust

- Ethics become more relevant to trust
- Building trust through collaboration
- Democratization of value creation
- Societal values first in decision making



Catalysts of Change



Wholesome Well-being

- Broader measures of progress beyond GDP
- Focus on collective well-being
- Citizen-led public policy
- Securing essential services and industries

Catalysts of Change

Tech Check and Balances

- Data rights become human rights
- AI governance guidelines
- Decentralized data sharing/privacy
- Rethink of for-profit digital ads
- Maintain net neutrality



Catalysts of Change

Invisible Technology

- Regain more living from tech-mediated experiences
- Multi-dimensional, spatial experiences
- Multi-sensorial experiences, beyond touch
- Virtual services for work, leisure and city



Catalysts of Change

Realigned Governance

- Restructure collaboration ecosystems
- Participatory governance
- Overhaul of legacy systems
- Revamp institutional frameworks



Let's reflect on what we just saw

What does this future mean for your organization?

Sources (Research + Images)

Foresight process:

Narrative Foresight (Milojević & Inayatullah, 2015)

Anticipatory Action Learning (Inayatullah, 2006)

Tools for Future Thinking and Foresight across UK Government (Government Office of Science, 2017)

Design Roadmapping and Future Visioning (Simonse, 2017)

Framework Foresight (Hines & Bishop, 2013)

Strategic Foresight (van Duijne & Bishop, 2018).

Internal sources:**External Sources:**

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Images:

Current World

Noah Berger / Associated Press

Demanding Change

Amelia Holowaty Krales

A threatened planet

Sam Mooy/Getty Images

Economic uncertainty

Spencer Platt

Societal panic

Lynda.com

Unhealthy living

Tangopaso Wikipedia

Tech unchecked

Drew Angerer | Credit: Getty Images

Polarizing policies

Philimon Bulawayo

Pandemic outbreak

Aly Song / Reuters

Fixed Trends

Panos Pictures

Next Generations

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Close to globality

NASA Johnson Space Center

Urbanization hubs

Arcadis

Interconnected world

Brian Yen

Live/work

Julius Y.

Digital economy

Tom Hegen

Catalysts of Change

Luca Locatelli

Humanist Society

Adrian and Sofía at the Beach, Spain © Javier Caso

Environmental Justice

Safdie Architects

Sustainable Capitalism

Unsplash Bosco Verticale

Rebalance Trust

Creator: Hagen Hopkins

Wholesome Well-being

David McLain

Tech Check & Balances

Chip Somodevilla

Invisible Technology

Google

Realigned Governance

JDRF Organization