

## POSTCARDS FROM THE FUTURE

TEDx Arendal by Anne Lise Kjaer

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# THINK

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COVER SLIDE

**Everything starts with an idea**



**The Rainbow Panorama is an art installation by Ólafur Elíasson** on the rooftop of Aarhus Art Museum (ARoS). It is the perfect setting for seeing the 'big picture' through different 'coloured' lenses.

**Art has always inspired me ever since I started out as a designer almost 3 decades ago.**

My career as a futurist started when I began exploring the world of trends. I wanted to know:

**WHAT** happens before we start to design?

**WHERE** does inspiration come from?

**WHO** decides on the trends we follow?

**HOW** do we choose the right direction? And

**WHY** are some companies ahead and others not?

**There wasn't much competition back then, so I decided to make my own trend book.** I then went to Paris to get a trend forecaster job. But when I showed my book, interviewers would say: "You are our competitor" I went back to London and thought: What do I do next?

**One day, when visiting the Tate art gallery, I literally saw the writing on the wall.** A quote by artist William Blake caught my eye. It said: *"I must create a system or be enslaved by another man's"* It was then I had my Big Idea:

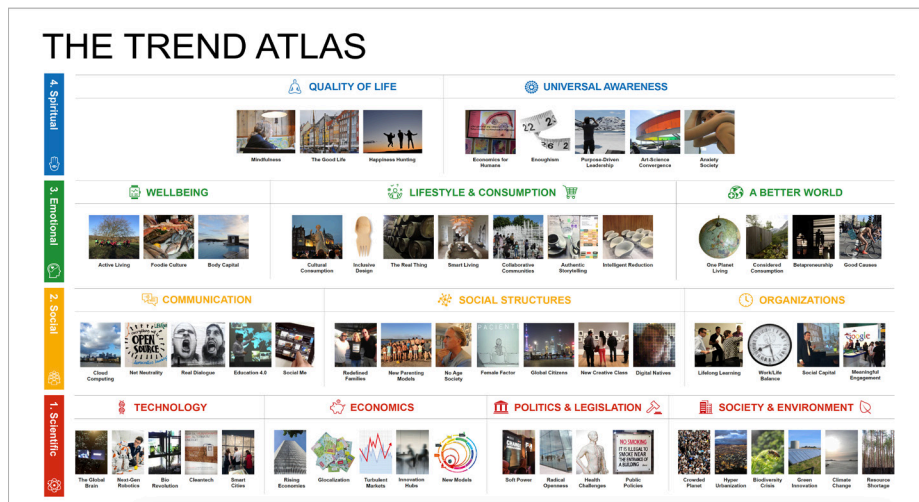
**I wanted to create my own trend system to understand the future.**

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SLIDE 2

## The Trend Atlas



The Trend Atlas sums up the idea in one model – the building blocks of the future.

**My father, who was a fisherman, taught me how to read maps.** So it came naturally to me create a 'Trend Atlas'. I found the traditional way of working with trends too one-dimensional and wanted to explore a 360° outlook. That something is hard to quantify doesn't make it any less important. On the contrary, we have to approach the future in a holistic way. This is how we see the bigger picture—across multiple dimensions:

**The Scientific dimension** of the Trend Atlas follows a PESTEL model of politics, economics, society, technology, environment, and legislation. Change in this dimension happens at a slower pace.

**The Social dimension** is about people, organisations, and communication, with some degree of overlap into other areas of the Trend Atlas.

**The Emotional dimension** explores behaviour and drivers that determine our consumption, wellbeing, and lifestyle choices – highlighting how organisational values must match the needs of people and our planet.

**The Spiritual dimension** investigates the motivations and values that fuel our desire for the 'good life'. It considers our lifestyle choices and how these will shape policies and organisational strategy.

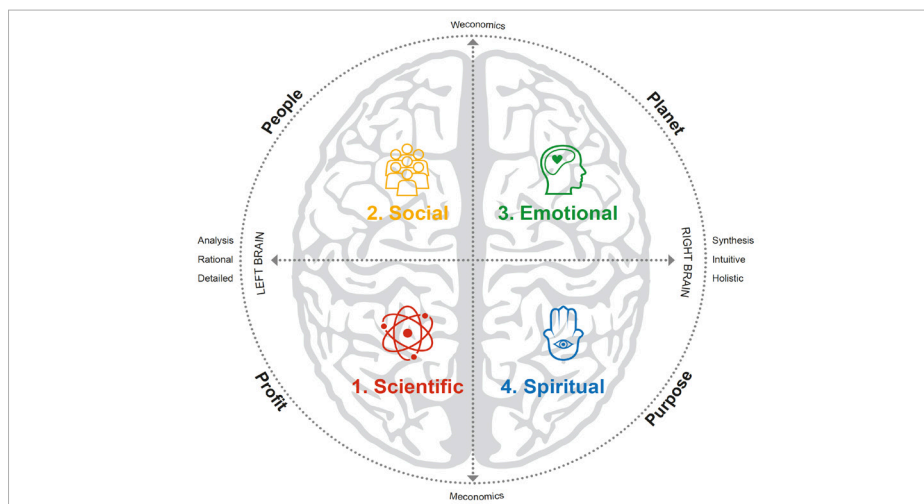
What is interesting is that all the trends are interconnected. **How does this work in practice?**

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SLIDE 3

## Whole-Brain Thinking



**We need more than data and numbers; we also need a meaningful narrative.** In this context, a whole-brain framework is crucial to navigate complexity.

**A global survey of 1,500 CEOs** confirms this thinking. It found consensus that:

- 1) complexity is growing**
- 2) organisations can't cope**
- 3) creativity is now the single most important leadership quality**

**Design thinking is a useful way to manage some of the processes** and leaps required to deliver truly integrated and dialogue-driven solutions that will fulfill our needs in the 21st century, and there is plenty evidence that design-led companies outperform traditional organisations.

**The old models aren't working** – a multidimensional outlook will support better decision-making. By this I mean that, while the 20th century was left-brain focused – banking on only P for Profit – today a much wider definition of success is needed.

**And this is why I propose a 4P business model.**

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SLIDE 4

## The 4P Business Model

- \* People
- \* Planet
- \* Purpose
- \* Profit

**When we have a positive impact on People and Planet – with a Purposeful ethos to match – we feed into our environment rather than just feeding off it – and this leads to sustainable growth.**

**Globalisation has increased the interconnectivity of the world economy.** But it has also resulted in a far wider range of economic models, where our capacity for global governance has become highly fragmented.

Let me share my vision of **People, Planet, Purpose and Performance** [profit] in a future context:

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## SLIDE 5

### Economics for Humans



**Today, we are shaped less by social constructs and more by our self-created reality.** Traditional family ties are also shifting towards more 'fluid' associations. This is why meaningful engagement must be embedded in the DNA of any thriving business.

**Research** shows that *"...only 1 in 5 brands are perceived to have a notable positive impact on our wellbeing."* In this context, businesses must rethink fundamental questions like: why they exist and why people should engage with them or even invest in them.

**Image:** We want meaningful experiences and to be part of 'something bigger' than ourselves. And increasingly we ask: **How can I get more out of life?**



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SLIDE 6

## Caring Ecosystems



**A playful and caring attitude to life/work inspires people to engage in lifelong learning.** This is needed in the age of automation – but it's also key to growing an emotionally intelligent society.

**Organisations are an essential part of this discourse,** and it is time for them to start telling new and heartfelt stories about the future to demonstrate their role as reflective and creative changemakers.

**Fostering an innovation culture means encouraging creativity** by developing organisational 'intrapreneurship' programmes for people to feed off each other's ideas and to cultivate new thinking.

**Image:** IKEA's Future Living lab SPACE 10 gives total freedom to a global network of contributors exploring themes such as food security, urbanisation and wellness. The 'Growroom' is an open-source DIY design and was created to start the dialogue about greener cities.

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SLIDE 7

## Purpose-Driven Leadership



**As we redefine prosperity, a new values-driven agenda will emerge.**

In my vision of the future, purpose will drive everything. It's a scenario where leaders will say:

**"I don't 'just' want to be the 'best in the world' – I want to be the 'best for the world'."**

But fresh thinking is needed to adapt to this new world order – a landscape inundated with data and fake news.

**Companies and their leaders have to reconsider human exchange** – not just in the context of business, but in a whole new economic paradigm of 'betterness'.

LinkedIn co-founder Reid Hoffman puts it very well: ***"A leader's job is not to put greatness into people, but to recognise that it already exists, and then to create the environment where that greatness can grow"***.



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SLIDE 8

## The Liquid Society



**In a liquid society, the digital economy will foster strategic alliances** between people, businesses and governments as they seek out positive change.

**Denmark uses design thinking in policy making.** MindLab, a cross-ministry creative lab, facilitates involvement of people and businesses. It uses open data to drive civic innovation and new public-sector solutions.

**– 80% of global GDP is generated in cities, so urbanisation can contribute to sustainable growth if managed well through increased productivity** and by enabling innovation and fresh thinking.

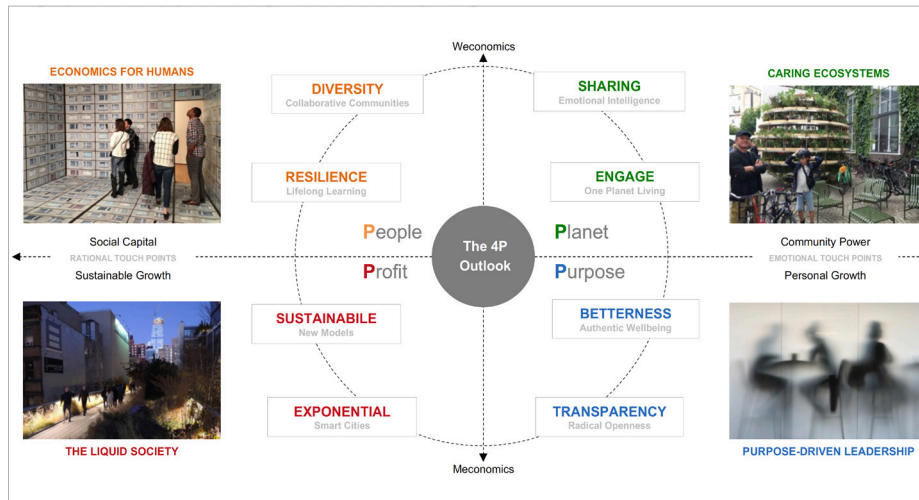
**Image:** NYC already uses 'Big Data' to solve complex urban problems and to improve quality of life by interconnecting things like transportation, buildings, goods, services and people – in real-time.

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SLIDE 9

## Connecting the Dots



This 4P diagram connects the dots and provides a future roadmap.

By linking trends with associated values, we can narrate stories to facilitate a deeper understanding of people, businesses and our society, while highlighting the challenges and opportunities that lie ahead.

When businesses imagine tomorrow's world, all stakeholders can learn together across divisions, developing a common future outlook and understanding how to best prepare for change.

### Rational Touch Points:

'EXPONENTIAL' technologies foster new SUSTAINABLE models. In this context, lifelong learning is key for organisations to remain RESILIENT, while 'DIVERSITY' will drive a culture of innovation.

### Emotional Touch Points:

Great leaders practice 'BETTERNESS' through 'TRANSPARENCY', and crucial components of this are ENGAGEMENT and SHARING with your ecosystem to foster emotional intelligence.

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SLIDE 10

## Conclusion



So just to remind you, ***the future is not just somewhere we go, we create the future.***

**We all have the potential to become active changemakers.** BUT we must create our own unique map of the future we envision – because when you can imagine tomorrow, you are more likely to make it happen.

**To me, success is not a secret – but a system.**

I firmly believe that future success stories will revolve around the inclusive society and those agile enough to adopt the 4P model that I so passionately believe in.

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Anne Lise Kjaer | futurist and author | TEDx Arendal, Norway September 8, 2017

