

THE 'NO AGE' SOCIETY



Comfort Living and Meaningful Consumption



NAVIGATING COMPLEXITY



Constantly we are bombarded with: Fast vs Slow - Disposable vs Sustainable - Global vs Local

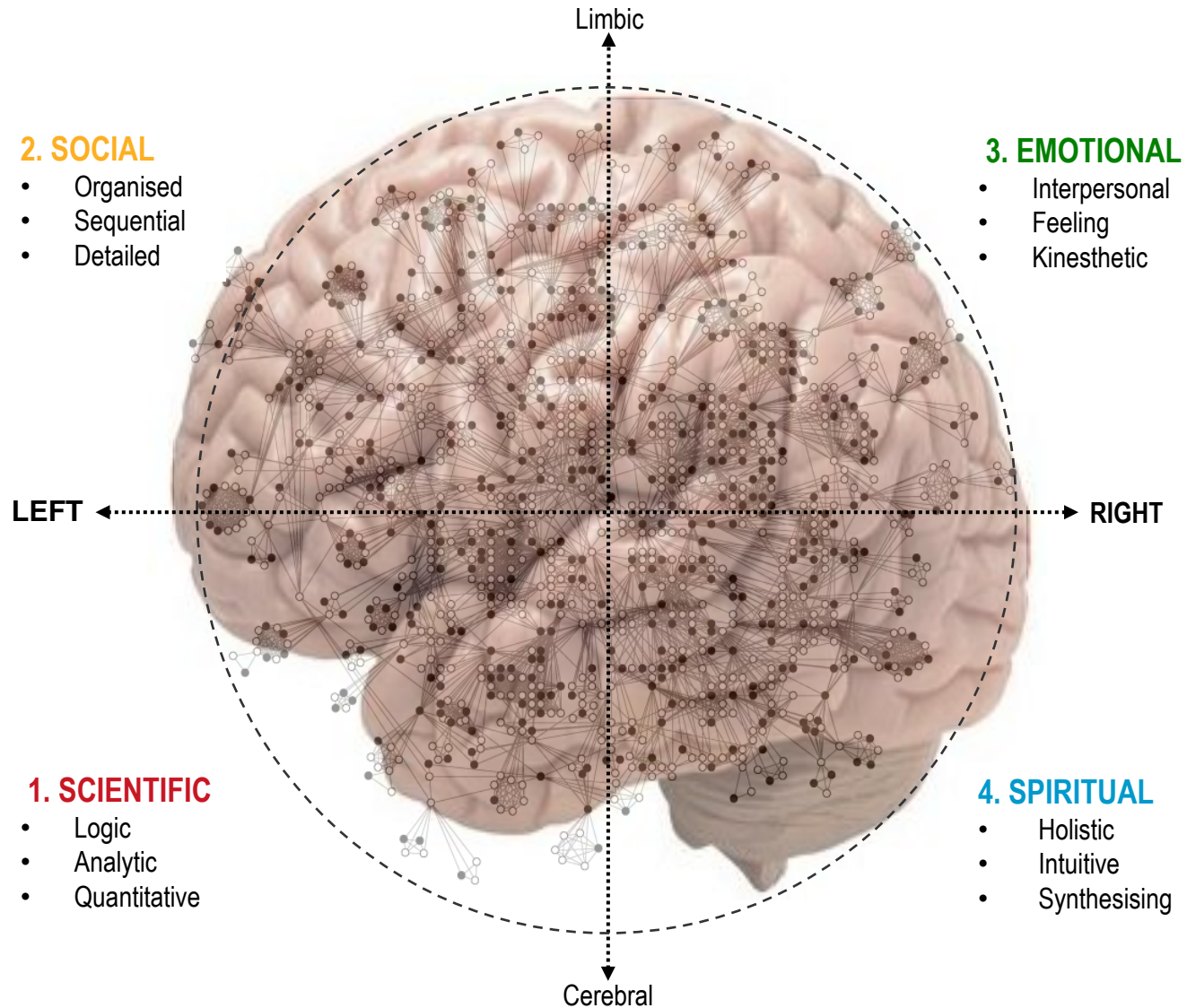
THE MEANINGFUL BRAND INDEX



The National Gallery, London and GE - Photo: Harald Brøkke

Only 1 in 5 brands globally are perceived as making a meaningful difference in people's lives

MULTIDIMENSIONAL THINKING



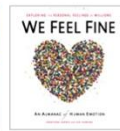
To understand how society, businesses and people are interconnected, it is essential to embrace all four dimensions

4. SPIRITUAL

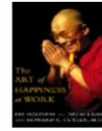
QUALITY OF LIFE



The Good Life



Mindfulness



Happiness
Hunting

UNIVERSAL VALUES



Enoughism



The
Big Society



Empathic
Leadership

3. EMOTIONAL

POSITIVE WELLBEING



Active
Leisure

Foodie
Culture

Alternative
Treatments



Cultural
Consumption



'Deep'
Storytelling



Collaborative
Consumption



Inclusive
Design



The
Real Thing



Intelligent
Reduction



Biomimicry

A BETTER WORLD



Considered
Consumption



Social
Entrepreneurship



Good Cause



One Planet
Living

2. SOCIAL

COMMUNICATION NATION



Dialogue
Driven



Education 4.0



Transmedia
Platforms



Cloud
Intelligence

PATCHWORK TRIBES



'No Age'
Society



Redefined
Families



Digital
Natives



Global Citizens



Creative
Class



Female
Empowerment



Free-Range
Parents

CARING ORGANISATIONS



Learning
Communities



Work/Life
Balance



Social
Capital



Brand
Engagement



Convenience
Society

1. SCIENTIFIC

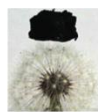
EMERGENT TECHNOLOGIES



Bio
Revolution



Internet of
Things



Clean Tech



Turbulent
Markets



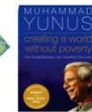
Rising
Economies



Innovation
Hubs



Workforce
Mobility



New
Models



Soft Power



Health
Challenges



Resource
Shortage



Total
Transparency



Public
Policies



Climate
Change



Bio
Diversity



Urbanisation



Alternative
Energies



Crowded
Planet

Decoding socioeconomic and cultural drivers of society enable us to discover key challenges and opportunities



THE INCLUSIVE SOCIETY



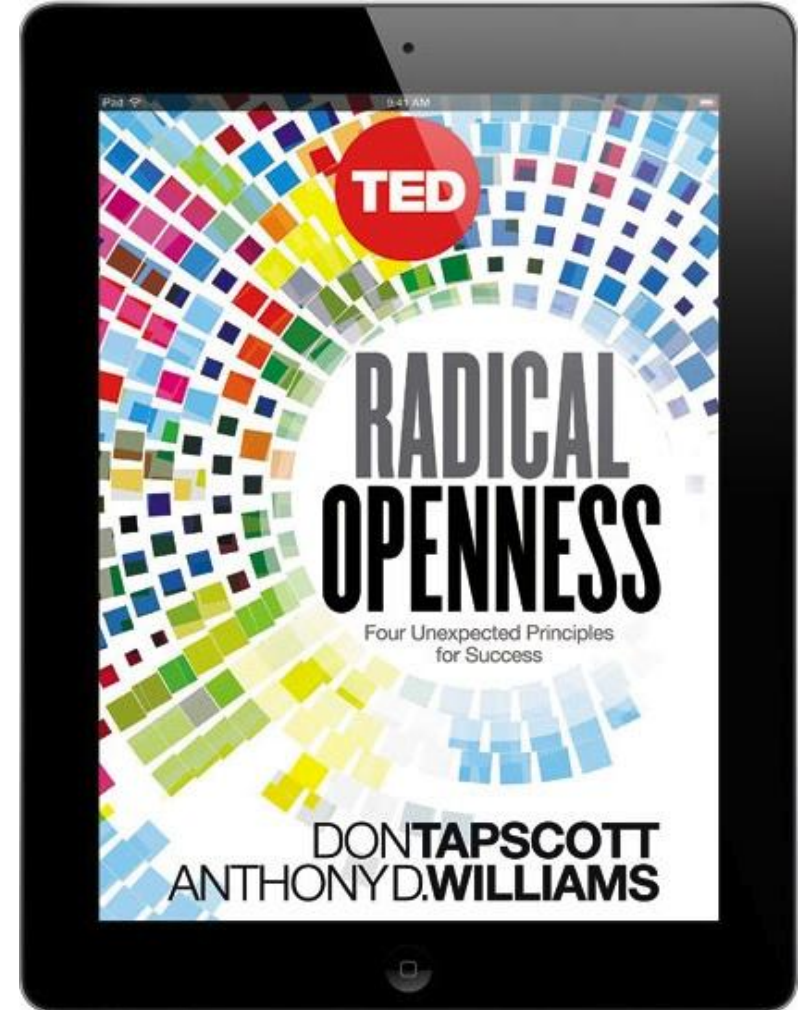
There are huge opportunities in helping people achieve higher levels of meaning and quality of life

KEY MACRO TRENDS

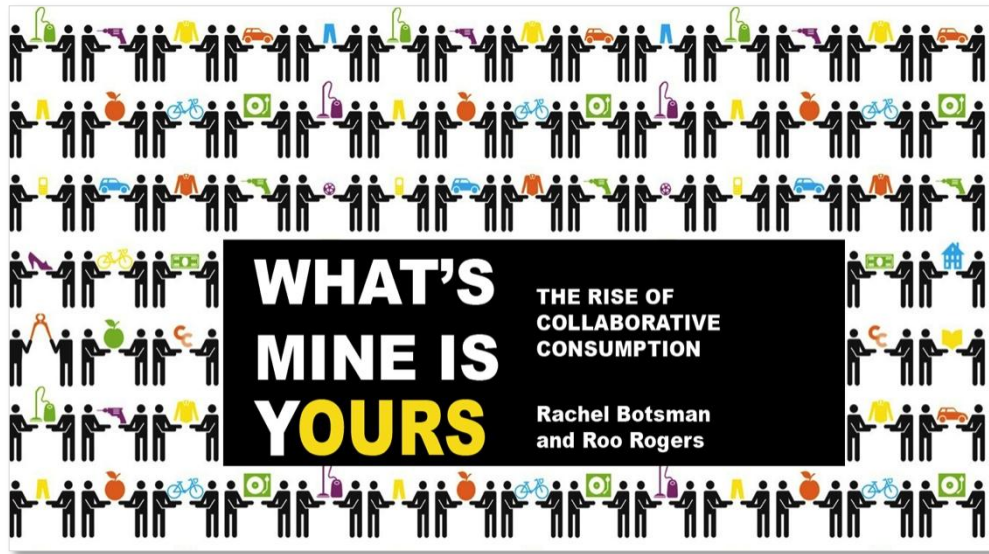


- * REPUTATION ECONOMY
- * WECONOMICS
- * THE INTERNET OF THINGS
- * SMART HEALTH
- * 4G WORKFORCE
- * A BETTER WORLD
- * SOCIAL CAPITAL
- * THE GOOD LIFE

REPUTATION ECONOMY - Radical Openness & Trust Building

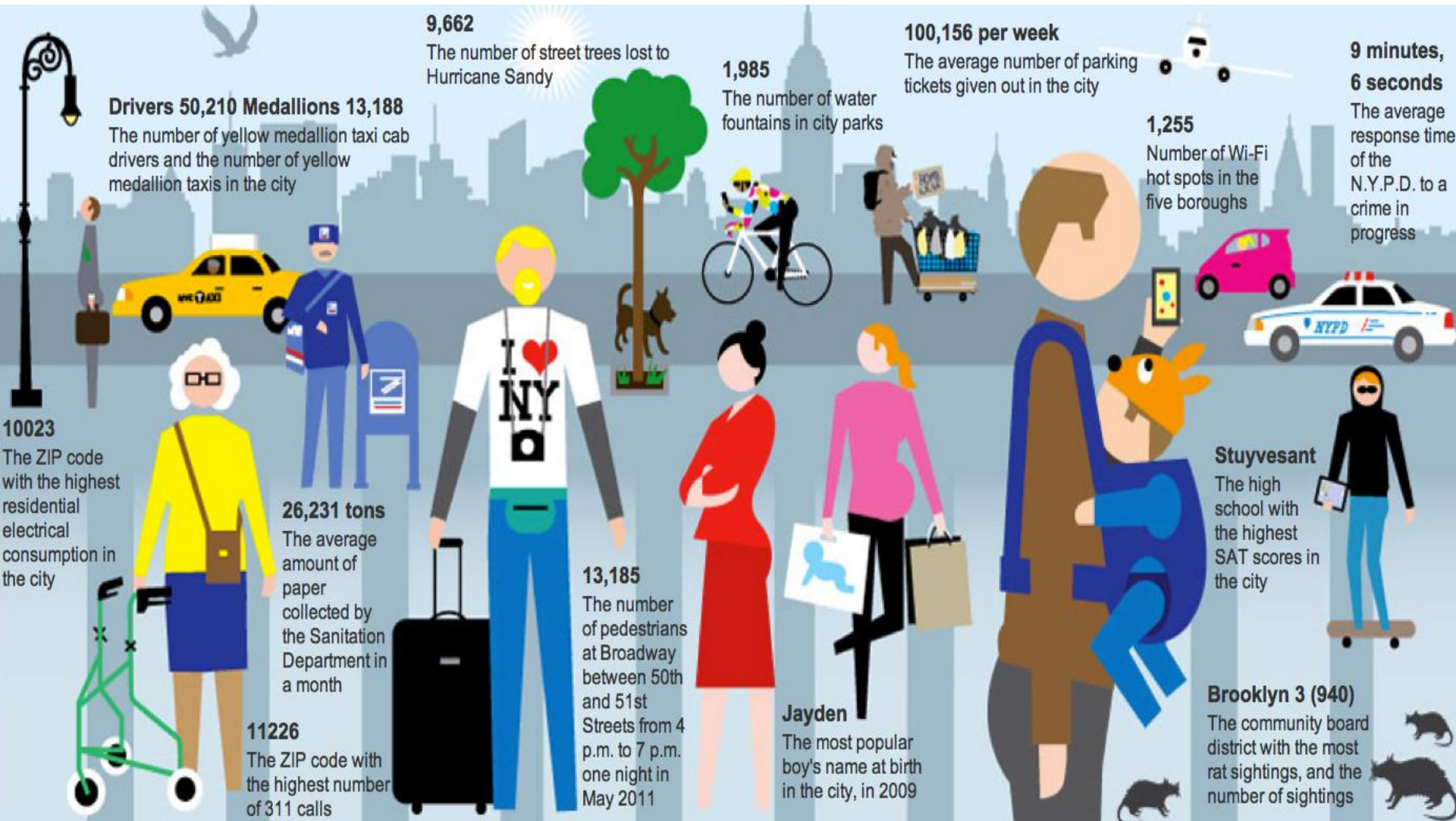


In the digital Reputation Economy, organisations have to work harder not only to be noticed, but also to be trusted

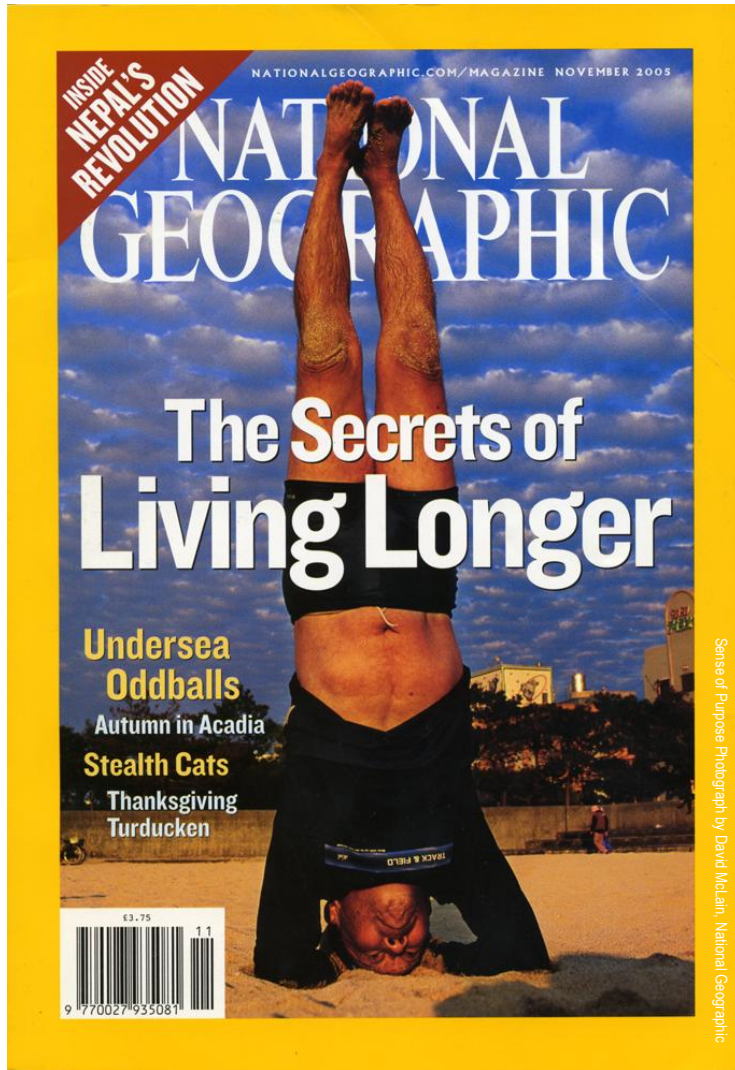


Collaborative networks invite new consumer behaviour based around dialogue, affinities and meaning

THE INTERNET OF THINGS - Multi-Channel & Meaningful Analytics



50 billion devices will be connected by 2020, all generating data to facilitate new understanding of our living environments



Nike's High-Tech Fuel Wristband



The Nest Learning Thermostat



'101 Revolutionary Ways to Be Healthy' App

People want 'intelligent health' options built into 'the fabric of life', as self-improvement boosts quality of life

4G WORKFORCE - New Flexibility & Lifelong Learning



The No Age Society at Tate Modern London - Photo : Kjaer Global

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RECENT NEWS

Professional Development:
Lifelong Learning for Teachers

29 New Schools, 92 New
Courses, 5 Languages!

Five courses receive college
credit recommendations

STARTING SOON (48)

Sports and Society
Duke University, Apr 30th

High Performance Scientific Computing
University of Washington, May 1st

Why We Need Psychology
University of London International
Programmes, Jun 13

Health for All Through Primary Health
Care
Johns Hopkins University, May 29th

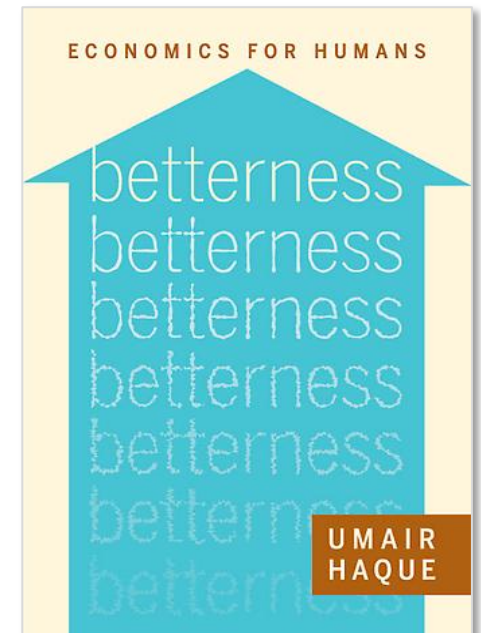
The workforce will soon span four generations, requiring a positive mindset toward ageing

A BETTER WORLD - Active Participation & Conscious Consumption



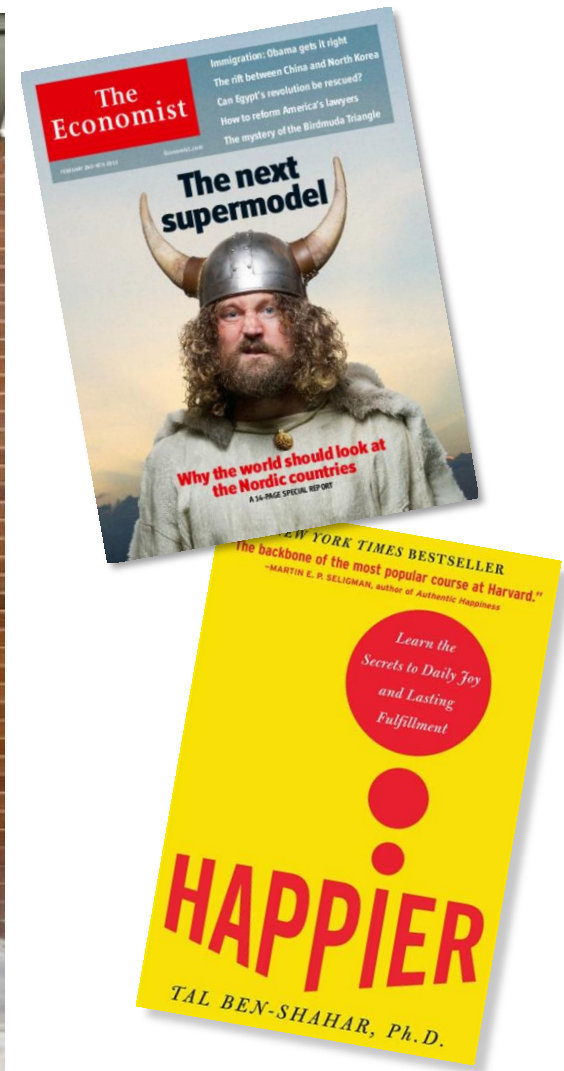
It is recognised that business, not government, should be the primary driver behind a sustainable future

SOCIAL CAPITAL - Real Community & Authentic Storytelling



Social capital is not just the sum of the institutions which underpin a society – it is the glue that holds them together

THE GOOD LIFE - New Models & Quality of Life



Happiness is big business and brands now look beyond the bottom line to facilitate 'Good Life' experiences

THE 'NO AGE' MINDSET



Image: via Flickr. Photographer unknown

The society drivers are closely linked to the value sets of tomorrow's people – reflecting their lifestyle choices

THE 'GOOD LIFE' ECOSYSTEM - the '4P' Innovation Model

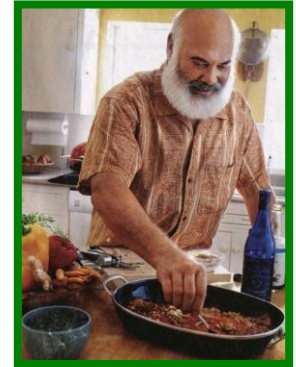
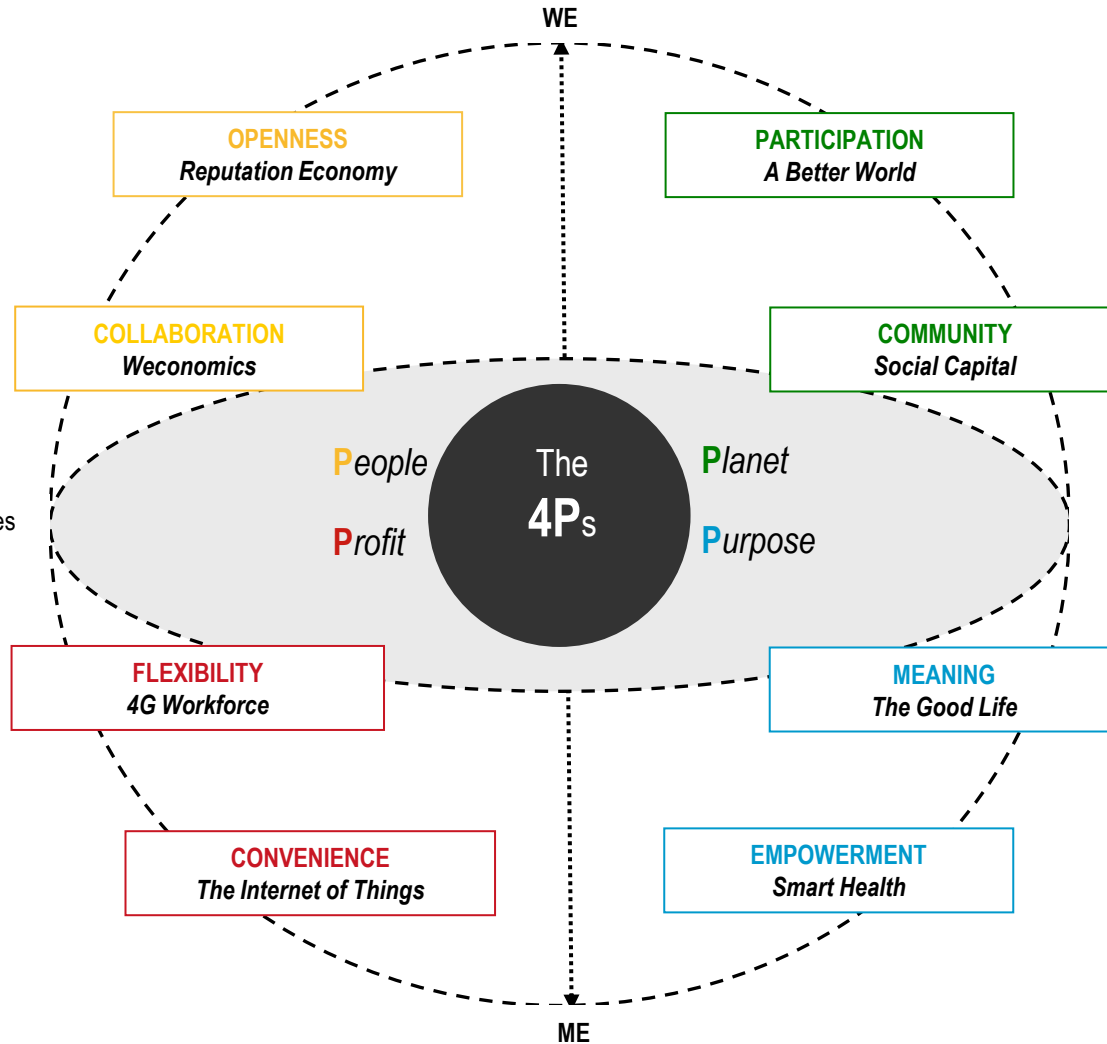


**THE CARING
SHARING KITCHEN**

←..... Rational Values



**THE ENABLING
SMART KITCHEN**



**THE AUTHENTIC
KITCHEN**

Emotional Values →.....



**THE MINIMAL
RITUAL KITCHEN**

In the future, 'real value' is measured by how well organisations perform and deliver on the '4P's'

CONCLUSION



In the 'No Age' society successful brands will engage with people in an inclusive and meaningful manner

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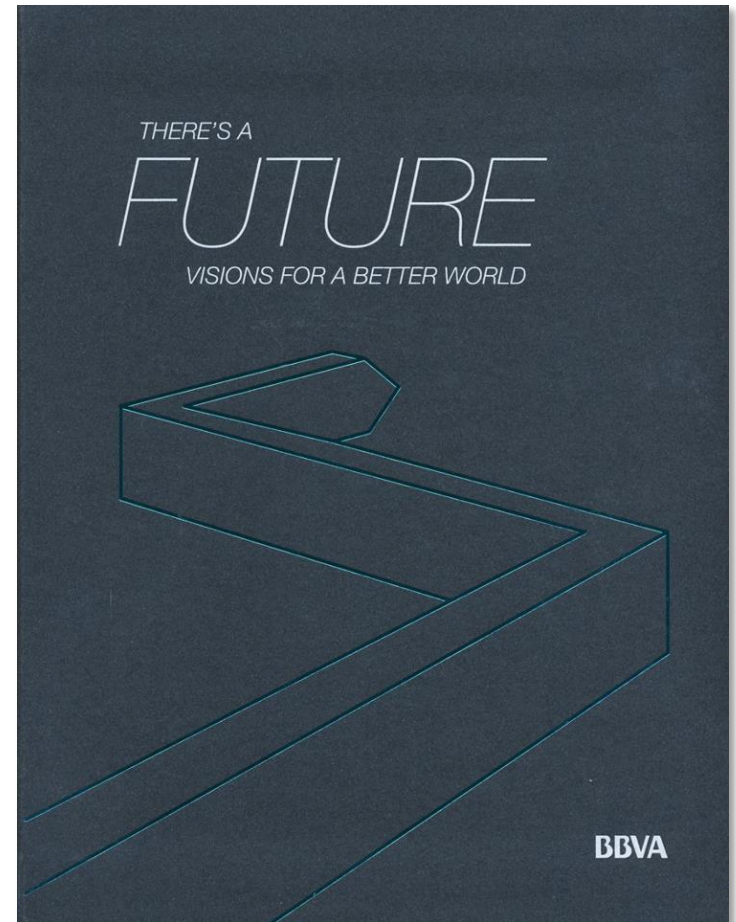


PINTEREST: <http://bit.ly/xiowRE>



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My 'TRENDS MANAGEMENT TOOLKITS' book is published by **Palgrave Macmillan Business** in 2014