THE ‘NO AGE’ SOCIETY
Comfort Living and Meaningful Consumption
Constantly we are bombarded with: Fast vs Slow - Disposable vs Sustainable - Global vs Local
Only 1 in 5 brands globally are perceived as making a meaningful difference in people's lives.
To understand how society, businesses and people are interconnected, it is essential to embrace all four dimensions:

1. **SCIENTIFIC**
   - Logic
   - Analytic
   - Quantitative

2. **SOCIAL**
   - Organised
   - Sequential
   - Detailed

3. **EMOTIONAL**
   - Interpersonal
   - Feeling
   - Kinesthetic

4. **SPIRITUAL**
   - Holistic
   - Intuitive
   - Synthesising
### 1. Scientific
- 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

### 2. Social
- Dialogue Driven
- Education 4.0
- Transmedia Platforms
- Cloud Intelligence
- ‘No Age’ Society
- Redefined Families
- Digital Natives
- Global Citizens
- Creative Class
- Female Empowerment
- Free-Range Parents
- Learning Communities
- Work/Life Balance
- Social Capital
- Brand Engagement
- Convenience Society

### 3. Emotional
- Active Leisure
- Foodie Culture
- Alternative Treatments
- Cultural Consumption
- ‘Deep’ Storytelling
- Collaborative Consumption
- Inclusive Design
- The Real Thing
- Intelligent Reduction
- Biomimicry
- Considered Consumption
- Social Entrepreneurship
- Good Cause
- One Planet Living

### 4. Spiritual
- Mindfulness
- Happiness Hunting
- Enoughism
- The Big Society
- Empathic Leadership
- The Real Thing
- Empathic Leadership
- The Good Life

### 1. Scientific
- Decoding socioeconomic and cultural drivers of society enable us to discover key challenges and opportunities.
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
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.
People want ‘intelligent health’ options built into ‘the fabric of life’, as self-improvement boosts quality of life.
The workforce will soon span four generations, requiring a positive mindset toward ageing
It is recognised that business, not government, should be the primary driver behind a sustainable future.
Social capital is not just the sum of the institutions which underpin a society – it is the glue that holds them together.
Happiness is big business and brands now look beyond the bottom line to facilitate ‘Good Life’ experiences.
THE ‘NO AGE’ MINDSET

The society drivers are closely linked to the value sets of tomorrow’s people – reflecting their lifestyle choices.
In the future, ‘real value’ is measured by how well organisations perform and deliver on the ‘4P’s.”
In the ‘No Age’ society successful brands will engage with people in an inclusive and meaningful manner.
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