



Emerging and Evolving Trends

BOTH &

Increasingly, individuals will be interested in transforming themselves and their world, or at least a piece of it, by getting out there and making something happen. People, individually and in groups, will tap into their own talents and passionate interests to create both vibrant and new solutions that lead to a better life. Individual and collective confidence returns as a result of bold, courageous action.

FROM ME TO WE

We do not exist in a vacuum. The choices we make inevitably effect someone else. And, the consequences of our actions take time to manifest. Years of questionable choices have resulted in challenges of such magnitude that collaboration will become the norm out of necessity. Health care, education, environmental concerns, care of children and the elderly continue to hold center stage as commitment to altruism increases. Future oriented value systems take hold with sustainability in its broadest sense becoming the global issue. Bit by bit, person by person, nation by nation it will become clear that in extending an open hand there will be enough for everyone.

(This trend first surfaced in '99 and continues to strengthen: '99 *Having Less, Being More*, '06 *It's All About Us*, and '07 *The Power of One*.)

NECESSITY . . . THE MOTHER OF INNOVATION

From the state of the economy to unemployment, from the state of the world to local politics, uncertainty reigns and clear vision is at a minimum. With no place to turn for answers, companies and communities will rely on wits, skill and tenacity to create much needed new solutions. When other things go down, creativity goes up. If something doesn't work, people will find a way. In the face of major challenges, human ingenuity and imagination thrive.

GREAT EXPECTATIONS (NOT!)

What may have begun as the desire for better and better, and more and more will lead to unrealistic expectations for "What I want, exactly the way I want it—now!" Heightened levels of customization and convenience, looking a lot like instant gratification, will take their toll on individuals and institutions. No organization or business dealing with the public will be immune. Consumers, motivated by a feeling of entitlement will become more indignant and demanding. Since advertising has taught us we deserve the impossible, we will come to expect it.

STAND FOR SOMETHING: Getting There From Here

More and more, companies will be expected to prove they are good corporate citizens. As corporations are closely scrutinized by consumers, watchdog groups monitor and rate businesses on their level of corporate social responsibility. Whether sustainability, aid to Africa, or support for local charities, people will want to support companies that stand for

something. As a result, businesses will face a complex conundrum—how to be profitable while making a difference.

(This trend surfaced 2-3 years ago under the following headings but has become more pervasive: '06 *It's All About Us*, '07 *The Genuine Article*.)

CONTENT, CONTENT, WHO OWNS THE CONTENT?

We will see a variety of alternatives and uses as content becomes broadly mined, modified and applied. Web culture and the desire for both control and collaboration, are producing a whole new set of tools—enabling ordinary people to alter any content shared on the web. Free access will raise important legal questions about ownership and modification.

INNOVATION NATION

Long term viability through innovation has become the mantra in business, science, education, as well as the military and religious institutions. To thrive, even survive in these highly competitive and uncertain times, organizations of all sizes will rely more strongly on innovation. The ability to ensure that what is known does not overshadow the possible will be critical. Look for a novel discipline to emerge—“the catalyst outsider.” A “civilian” who operates outside the accepted norms of a specific business or group will be charged with asking the questions that those too close to a particular issue or project cannot.

IT IS MY MOVIE!

There will be dramatic increase in acute self-interest. What I want to become, who I want to date, how I want to portray myself to my co-workers, or the world at large, create a culture of self absorption. The carefully crafted “self” or multiple selves will move from the web into the real world—(where makeovers, life coaches and surgery already alter one’s image.)

Besides eagerly following the lives of celebrities, or even local media personalities, people will be intrigued with the lives of ordinary folks. Watch out! At any moment during these times of high voyeurism, a person’s photo may be captured—only to appear on a blog or Facebook, reinforcing or contradicting a desired image. More care will be taken to put our best selves forward when we hit the street. Even for the momentarily famous, image management through the use of P.R.-like techniques will become the norm.

MORE & MORE = LESS

Because people have immediate and constant access to a continuous flow of information, there will be an increasing need to verify its validity. Citizens, pummeled with “incoming” from electronic media, print advertising, online communication, voicemails—often simultaneously—will need help finding the truth. So many significant issues are examined in a superficial way (from globalization to polarization between religions or political factions, from economic unrest to the impact of electronics and technology) that being able to separate fact from fiction is becoming virtually impossible. Look for media assessment to be developed that will allow people to discern whom they can trust.

SWEET SUCCESS

Marketers have always known that enticing people to respond to and buy their brand is what it's about. The big new trick will be to cast the broadest conceivable consumer net. In the future, companies that win will provide a brand that attracts a cross section of as many people as possible. Watch as this way of operating (used in the entertainment and auto industries) becomes a marketplace norm, rather than exception.

LIVING LEGACY

Increasingly, individuals will want to leave a legacy that outlasts them. Watch as momentum builds and people donate, contribute, giveback to society while they are still around. Whether spurred on by guilt, potential tax deductions or commitment to their fellow man, from millionaires to those of modest means we will see more Americans giving while living.

People in increasing numbers will create a "communication legacy."

NOT DEAD YET, ONE WAY CONVERSATION, CAN YOU HEAR ME NOW?

It will become more commonplace for friends and relatives to "hear" from their dearly departed through the use of technology. Through pre-recorded topics ranging from who gets the house or silver, to how best care for the surviving pet, look for the deceased to leave poignant (positive and negative!) messages of things left unsaid, or stories and memories not yet shared with the living.

FROM COMMON INTEREST TO UNCOMMON INSPIRATION:

Social Networking²

People drawn together by passion and shared interest will work together virtually and dirtually to first change thinking, and then revitalize our cities and towns. Fueled by groups of every stripe and interest, people with similar world views, political points of view, closely held beliefs, musical tastes, the list is endless—come together to listen, dialogue, share information and support one another. These enthusiasts will draw upon technology to establish local groups that morph into bigger communities of mutual inspiration. Spurred on by the desire to "make things better," local and national networks will gain momentum as people realize that the power to change their neighborhood, nation—even the world—resides with them.

CULTURE OF "EXTREME"

From reality shows to the evening news, excess is becoming the norm. Viewers are choosing movies, TV, and music created to shock or alarm. Over the top culture continues to proliferate. Film, TV, fashion, and the news astound and titillate as never before. What used to be considered low class, unseemly, not for "polite" society, is now mainstream. Violence and voyeurism are standard fare on the evening news. With no limit to what can be said, sung, or shown, how far will the culture of extreme go?

(An important new dimension of last year's trend, Cultural Coarsening.)

Emerging & Evolving Trends: Insight Summary ON TECHNOLOGY . . .

TECHNO HEART BEAT ('99)

Web users are savvy, experienced consumers who can spot hype a mile away. Online service must connect with consumers on an emotional, intuitive level to succeed. Distinctiveness, emotional reach and even humor in delivery will be important for web offerings.

DEMAND FOR PRIVACY ('01)

The avalanche of websites with constant questions presents a classic approach—avoidance dilemma: the lure of interacting with the web vs. perceived loss of privacy. Resistance to sharing personal data is growing. Increased threats in the form of “stolen” identities loom. Fears abound that the web is a smarter than those who control it. Bottom line: People who don't trust internet site security will reject it.

TECHNOLOGY: GOOD THINGS FOR TOMORROW ('04)

More and better technology will overwhelmingly improve the quality of our lives through immediacy of information and access; smarter houses, cars, clothes; electronically controlled security; electronically measured and recorded medical treatments, advice, prevention for longevity; new materials, techniques; utilities operated via computers—all pointing to pre-programmed, error-proof systems.

SURVEILLANCE SOCIETY ('05)

Wherever we go, whatever we do, technology allows us to be watched, overheard, monitored. The trend has steadily increased even before 9/11. In an effort to protect us from the forces “out there,” we are sacrificing privacy to be safe. There is nowhere we can't be observed—whether at home, on the highway, or at work. The pervasive feeling that Big Brother is watching and constantly recording our every move is vaguely creepy. From phone tapping, to hidden cameras, to tracing devices that capture personal information, making it “out there” and accessible to anyone.

CONNECTED COLLECTIVE ('07)

Fueled by open source software, enhanced by companies like Google, Wikipedia and celebrated by the YouTube phenomenon, any one of us can offer an opinion, share a personal video or a piece of music, and comment on or contribute information to the broader collective. This totally transparent digital environment will change people's perspective on “privacy” as technology becomes more accessible across the globe. The question will become, who's watching you watch them?

GET A(NOTHER) LIFE ('07)

Pop culture, hype, technology and dissatisfaction with life's perceived “imperfections” converge to push people toward alternative realities. Fascination with celebrity culture, plastic surgery, mood altering pharmaceuticals and curiosity about “who I really can be” play out in technologically empowered worlds. Avatars rule, potential in unleashed and reams come true without human connection. As long as the program is running.

Emerging & Evolving Trends: Insight Summary

ALTRUISM AND THE SIGNIFANCE OF INTANGIBLES

ME TO WE ('99)

Education, health care, environmental concerns, care of children and elderly will move to center stage as the focus shifts from "ME" to "WE." New future-oriented value systems will emerge with sustainability, a key issue on a global scale.

HAVING LESS, BEING MORE ('99)

Money is what it buys; life is about trade-offs; you can't have it all; moving out of the fast lane is okay—its your choice. People will be reclaiming their lives in new numbers. They will want the time of their life to be about something worthwhile—savoring moments, creating, giving back.

LONGING FOR LEISURE ('04)

Materialism, thought still in full swing, is losing its momentum. As Americans spend more and more time working, they're spending less time living. "Working harder forever" is being replaced by a new mantra "enjoying the time of my life."

ENOUGH IS ENOUGH ('05)

That the standard of living in the United States is far better than many other places fosters an understanding that we "have enough." Watch for people of all ages to scale down and to simplify, to insure they have time to invest in what matters—friends, family, giving back, their legacy. Boomers approaching retirement will lead this trend.

MORE MEANING, MORE MEANING ('06)

The search for meaning will be taken seriously. Intangibles like purpose, fulfillment, and quality of life are gaining in importance. Individuals, regardless of nationality or ethnicity are seeing that things accessible to everyone—stories, relationships, family, friendship, empathy—make life richer and worth living.

SHIFTING PERCEPTION OF VALUE ('01)

Our understanding of value is moving away from what is paid for an item to the emotional meaning or symbolism it conveys. In the past, price/value has been defined in terms of tangibles. To be profitable, businesses must define the value represented by the item to the value represented by its meaning.

BEYOND ADVERTISING—INTANGIBLES ('07)

Marketers and corporations will begin to internalize that the emotion, excitement and context surrounding a brand matters even more than advertising. The encounter with a brand—in its broadest sense, whether experientially or subliminally—will play a significant role in attracting and keeping consumers. Creating desire for a brand's product, services, and most importantly—the intangibles associated with it—will build in importance.

Interesting Websites

<http://zapworld.com/>

Cool xebras

<http://earthselders.org/>

How do people aged 110 and older (supercentenarians) do it?

<http://resiliencycenter.com/>

Take a quiz to see how resilient you are

<http://antiquequiltsource.com/>

Antique American quilts ca. 1850-1940

<http://www.notonthehighstreet.com/>

Unique shops; with multiple ways to search

<http://katrin-sonnleitner.com/>

Quirky fun

<http://readthegreenbook.com/>

Solutions for living green

<http://nymphenburg.com/>

Amazing, unique site, nice interface

<http://countryswedish.com/>

great rugs and wallpaper

<http://lafcony.com/>

Exquisite packaging

<http://giannarose.com/>

Molded soaps

<http://mrsstrong.com/>

Bespoke stationery

<http://janisprovisorjewelry.com/>

Unusual and elegant jewelry

<http://doylepartners.com/>

Graphic design firm

<http://www.20ltd.com/pws/Home.ice>

All about limited editions

<http://murielbrandolini.com/>

Muriel – part Vietnamese, part French, part Venezuelan.
Nice Nice Nice

<http://amysacks.com/>

Everything's greener

<http://americanapparel.net/>

Youthful clothing by socially conscious entrepreneurs

<http://boldergiving.org/>

Site that encourages people to figure out their (financial) giving potential

<http://www.meetup.com/>

Find a community, any community

<https://www.23andme.com/>

You are family – or are you?

<http://bookslut.com/>

“A highly readable blog that will keep you in the library loop.”

<http://www.atlantic.org/projects/heartoftheland/index.php>

Another series by “This I Believe” host Jay Allison

<http://www.disaboom.com/>

First comprehensive website for people with disabilities.

<http://www.organicselections.com/getfirefox.htm>

Natural Selections, 104 South Main Street,
Fairfield, Iowa 52556
888-216-9917; 641-472-5876

Everything’s organic

CORPORATIONS WITH SOCIALLY RESPONSIBLE PRACTICES

<http://hermanmiller.com/>

Their “design for the environment” philosophy aims for zero operational impact on the environment by 2020. Plus their furniture is cool.

<http://newleafpaper.com/index.html>

Develops and sells 40 million pounds of eco-friendly paper. Its 25% growth in '07 sparked new eco-conscious product innovation across the industry.

TOP PERFORMING NONPROFIT SOCIAL CAPITALISTS

<http://civicventures.org/>

Its Experience Corps assigns 1,800 older Americans as tutors and mentors in urban public schools.

<http://www.heifer.org/site/c.edJRKQNiFiG/b.183217/>

Give the gifts that keeps on quacking. Or mooing.

<http://yearup.org/>

Provides 18 to 24 year olds six months of classroom training, followed by six month apprenticeships with companies.

Book List

- A Pattern Language: Towns, Buildings, Construction**
Library of Congress, 1977
Christopher Alexander
- Banker to the Poor**
Micro-Lending and the Battle Against World Poverty
Published in the United States by Public Affairs, a
member of the Persus Books Group, 2003
Muhammad Yunus
- Born Standing Up! A Comic's Life**
Scribner, New York, 2007
Steve Martin
- Denyse Schmidt Quilts**
30 Colorful Quilt and Patchwork Projects
Chronicle Books LLC, San Francisco, CA, 2005
Denyse Schmidt
- Earth's Elders: The Wisdom of the Worlds Oldest People**
Earth's Elders Foundation, 2005
Jerry Friedman, Robert Coles, Lama
Surya Das, & Dr. Joycelyn Elders
- Five Language Visual Dictionary**
6,000 color pictures illustrate the meaning of 35,000 terms
in English, Spanish, French, German and Italian
Firefly Books Ltd., 2004
- How Starbucks Saved My Life**
A Son of Privilege Learns to Live Like Everyone Else
Gotham Books, 2007
Michael Gates Gill
- Innovation: The Five Disciplines for Creating
What Customers Want**
Crown Business, 2006
Curtis R. Carlson and
William W. Wilmot
- Innovation Killer:**
How What We Know Limits What We Can Imagine
Amacom, 2006
Cynthia Barton Robe
- Listening is an Act of Love**
A Celebration of American Life --the StoryCorps Project
Penguin Group, 2007
Dave Isay
- Love Letters**
150 Letters You Were Never Meant to See
Clarkson Potter/Publishers, New York 2007
edited by Bill Shapiro
- Meatball Sundae**
Portfolio, The Penguin Group, 2007
Seth Godin

Microtrends

The Small Forces Behind Tomorrow's Big Changes
Twelve (Hachette Book Group USA) New York 2007

Mark J. Penn with
E. Kinney Zalesne

New Vintage TYPE

Classic Fonts for the Digital Age
Wason-Guptill Publications, 2007

Steven Heller and
Gail Anderson

**Terra: Our 100-Million-Year-Old Ecosystem
and the Threats That Now Put It at Risk**
Farrar, Straus & Giroux, 2007

Michael Novacek

The Alphabet from A to Y with Bonus Letter Z
Doubleday/Flying Dolphin Press, 2007

Steve Martin and Roz Chast

The Art of Being Kind

A Swedish medical professor says
it makes economic sense to be kind
Sphere, 2008

Stefan Einhorn

The Big Green Purse

Use Your Spending Power to Create a Cleaner, Greener World
Penguin/Avery, release date 2/28/08

Diane MacEachern

The Billionaire Who Wasn't

How Chuck Feeney Secretly Made and Gave Away a Fortune
Public Affairs Books, 2007

Conor O'Clery

The Myths of Innovation

O'Reilly Media, Inc., 2007

Scott Berkun

Thanks!

How the New Science of Gratitude Can Make You Happier
Houghton Mifflin Company 2007

Robert A. Emmons