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FREE-FALLING VS. CONTROL

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ENTERING A PHASE OF ACCELERATED CHANGE…

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TRANSITION TO… SUBURBIA

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“HEADWINDS” + “TAILWINDS”

THE “HEADWINDS”
The external difficulties any public or private entity faces today.

THE “TAILWINDS”
The opportunities that can push us forward. We can create our own path + navigate the direction of it.

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WHICH PATH TO TAKE?

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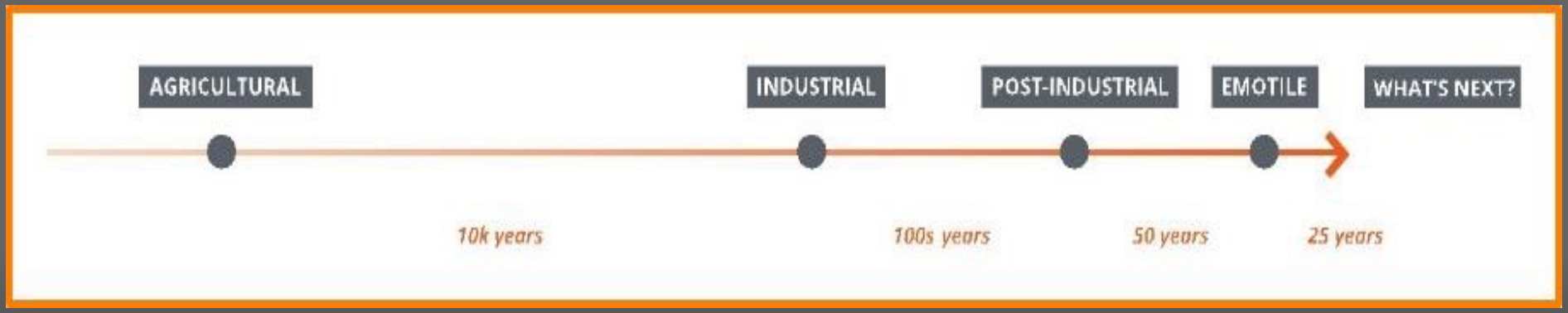
THE EVOLUTION OF ECONOMIES



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EVOLUTION OF TIME

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TEMPLOSION:

The Exponential Implosion Of "Big" Time Into Smaller And Smaller Chunks

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DIFFERENTIATION = KEY FOR COMPETITION + SURVIVAL

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GENERATIONAL COMPRESSION

- Because of tech, generations change every 2-3 years
- Changing nature of traditional segmentation
- Redefinition of generational names

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CYBRIDS: GEN Z

- These are consumers & workers of tomorrow…and, even, today
- Cybrids make up 28.6% of the global population – around 2B people
- > 40% of consumers

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NEW BRAINS =

NEW APPROACHES TO LEARNING, CONSUMER ENGAGEMENT, CAPTURING ATTENTION, ETC….

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CYBRIDS: GEN Z

COLLABORATIVE, INCLUSIVE & ENTREPRENEURIAL

PURPOSE-, VALUE- + SUSTAINABILITY-DRIVEN

THEY WANT CONTROL OVER THEIR OWN DATA

TRANSPARENCY → HONESTY

EMPHASIS ON BUILDING TRUST

IMMEDIACY & EXCLUSIVITY

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CYBRIDS: FINANCIAL INFLUENCE

INDEPENDENT ECONOMIC ENGINES

MORE PRAGMATIC APPROACH TO MONEY

REPRESENT UP TO $144B USD IN BUYING POWER

72% SAY COST IS THE MOST IMPORTANT FACTOR WHEN MAKING A PURCHASE.

93% OF US PARENTS SAY THEIR CHILDREN INFLUENCE FAMILY/HOUSEHOLD PURCHASES

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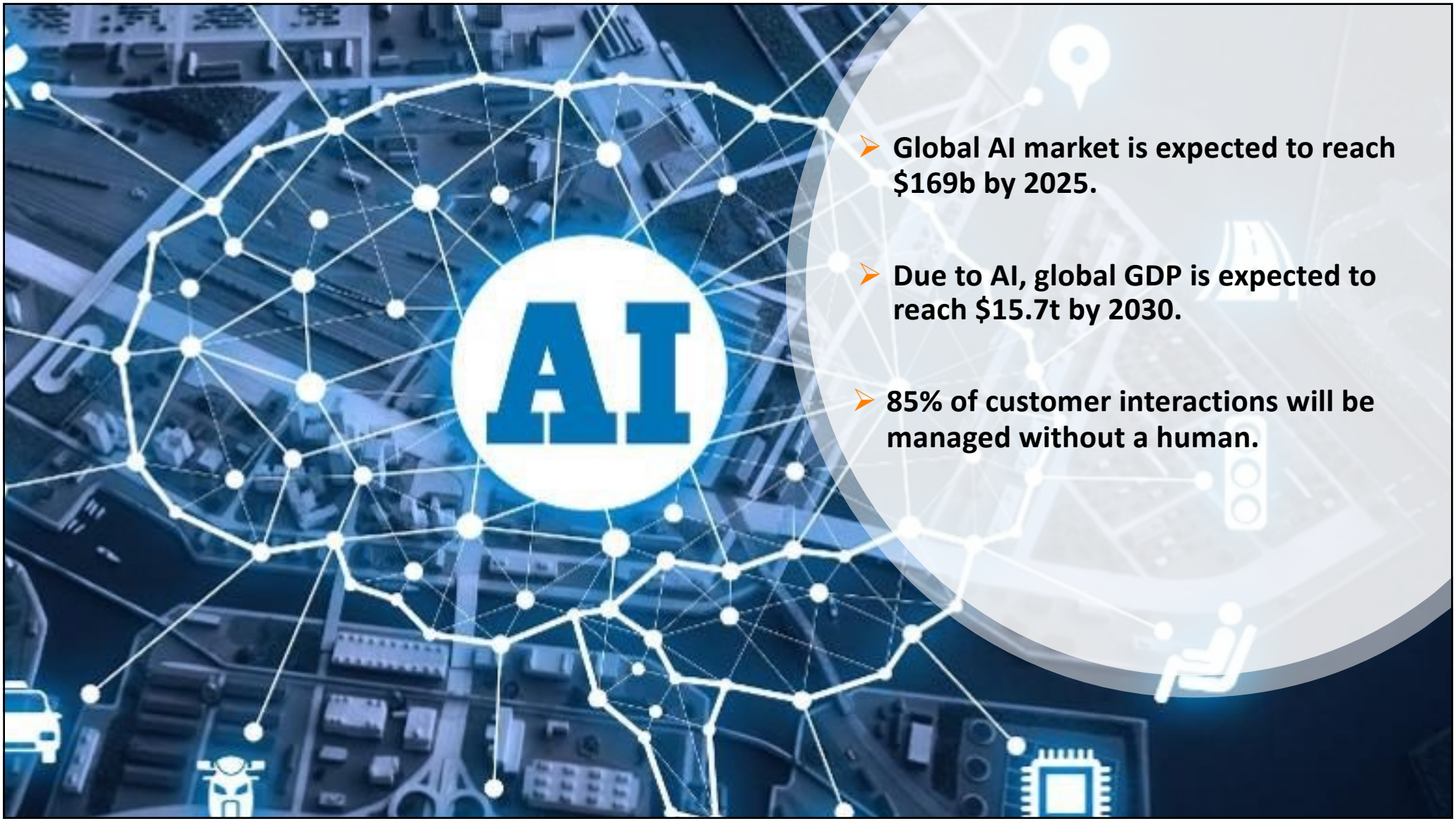
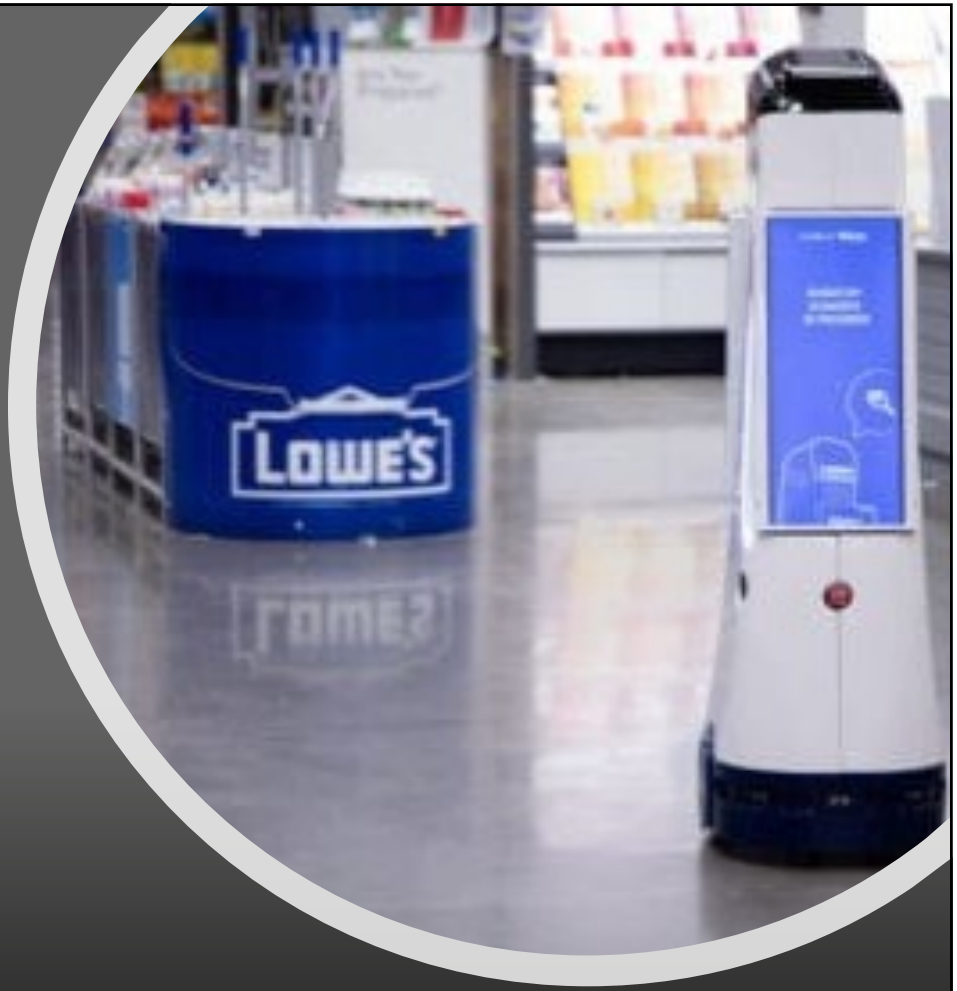


- Global AI market is expected to reach $169b by 2025.
- Due to AI, global GDP is expected to reach $15.7t by 2030.
- 85% of customer interactions will be managed without a human.

PHASE 1: MANUAL LABOR

MANUAL LABOR

- Manufacturing
- Retail
- Drivers
- Maintenance
- Assembly line
- Customer service
- Stock clerks
- Fast food workers



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PHASE 2:
COGNITIVE LABOR

COGNITIVE LABOR

- Hiring managers
- Doctors/Nurses
- Traders
- Investment bankers
- Insurance agents
- Brokers
- Financial analysts
- Lawyers
- Accountants

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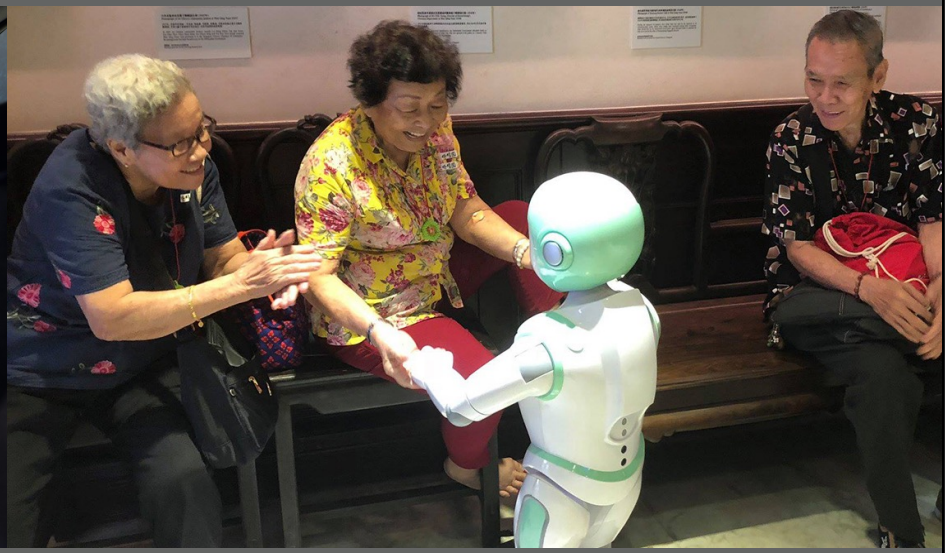

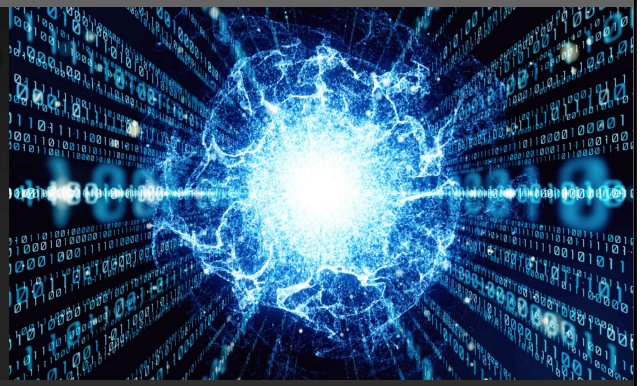

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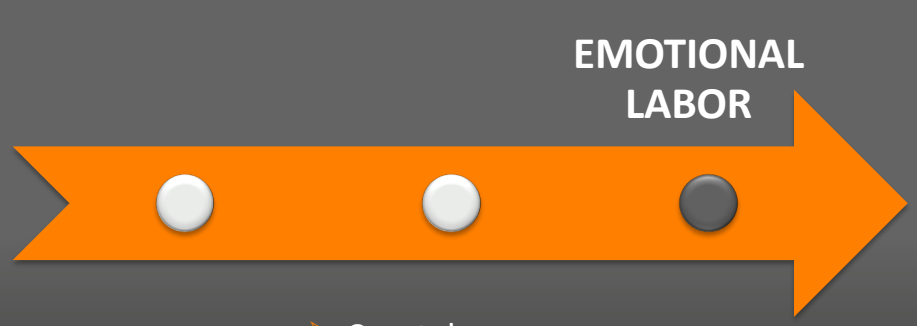
PHASE 3:
EMOTIONAL LABOR



- Caretakers
- Companions
- Therapists

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AI → AGI: ARTIFICIAL *GENERAL* INTELLIGENCE

AI that has some personality and even emotions that allow it to interact naturally with humans and develop motivations to solve problems in creative ways

- Bots will consider a range of both verbal and nonverbal cues – mood, personality, user satisfaction
- By capturing a person's emotions and providing a more emotionally-nurturing interface, digital agents can create a more personalized experience

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AI → *AUGMENTED* INTELLIGENCE

- Human *and* machines working together – symbiotically, collaboratively
- Hyper-efficient: Perform tasks faster, more accurately, more consistently, at greater scale.
- Act on insights from external data and user behavior → Better meet the needs of customers.
- Empowering people *through* technology…a core part of having a "digital mindset"
- Impacting and AUGMENTING every sector…including the mulch + soil industry

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AUTOMATING COMMUNICATION

MAKE IT FEEL ORGANIC

HUMANIZE IT

MAKE IT THOUGHTFUL, CONSIDERATE, AND TIMELY

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EFFICIENCIES: CAPITALIZING ON SPACE

Our sense of time-based boundaries is becoming weakened:

- **COMMERCE:** Consumers are accustomed to shopping at all hours of the day and night, any day of the year.
- **EDUCATION**: Digital learning happens any day at any time, and remote tutoring is flourishing.
- **HOME:** Blurring of home/family, work, school, etc.
- **OFFICE SPACE:** Boundaries between home and work are starting to blur, prompting us to rethink the whole notion of “office space.”

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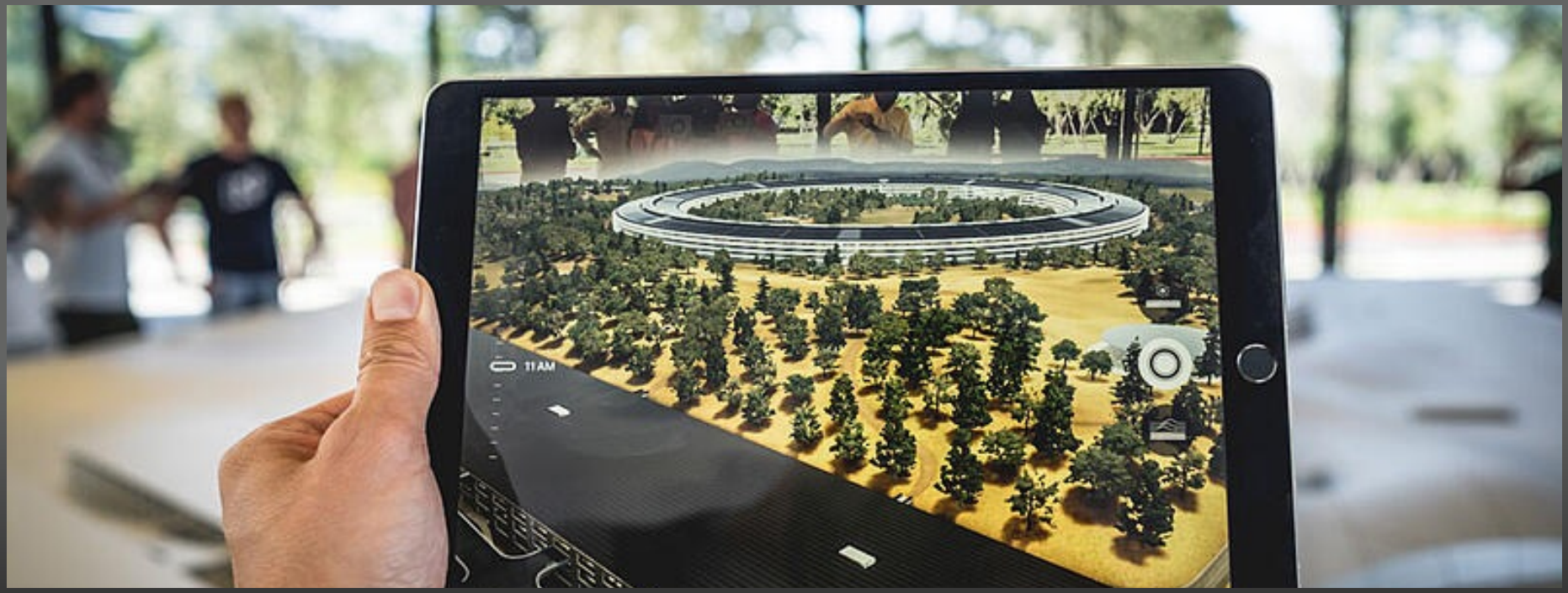
VR + AR = NEW OPPORTUNITIES



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VR + AR = NEW OPPORTUNITIES

THE GLOBAL VR AND AR MARKET IS PROJECTED TO GROW TO $1.3T BY 2030 (FROM $37B IN 2019).

- ***Bringing Your Business to Life:*** A way to educate customers about your product/service offerings.
- ***Interpretation of Spatial Information***: VR can help users better conceptualize green spaces, and more clearly recognize spatial details.
- ***Data Visualization***: More intuitive; collaborative. Multiple people can visualize the data together.

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VR + AR = BLENDED REALITY

New Distribution Channels:
VR & AR offer new channels to reach Millennials & Cybrids

Educate & Raise Awareness:
Immersive, stimulating experiences, that communicates your "brand story" without ever appearing to do so

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THE NEW LUXURIES: THE THREE T'S

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TRUST = THE ULTIMATE LUXURY

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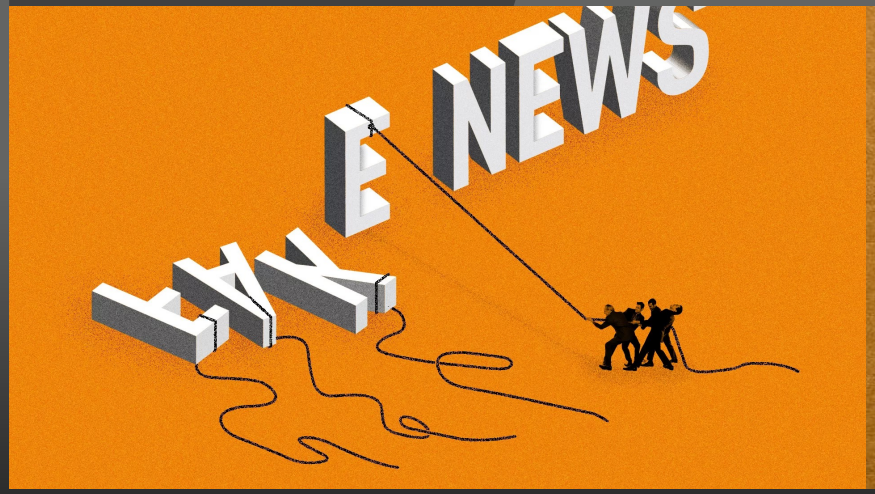
TRUST IN OUR COMPANIES

One of the greatest future challenges will be delivering messages that people can **trust**.
Companies will be *held more highly accountable and to a higher standard.*



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TRUTH ILLUSIONS

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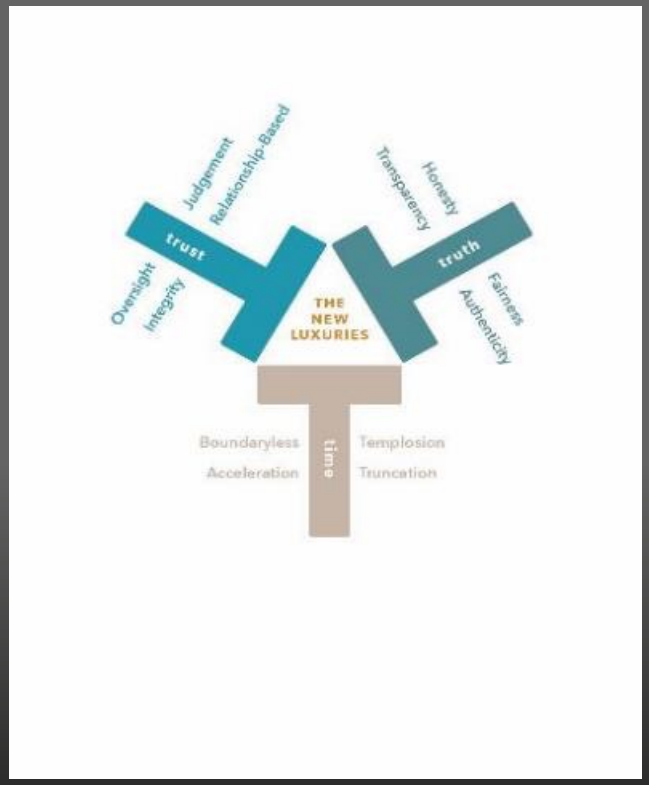
THREE T'S: VALUES + DRIVING FORCES



TIME

- BOUNDARYLESS
- ACCELERATION
- TRUNCATION
- TEMPLOSION

TRUST

- OVERSIGHT
- JUDGEMENT
- INTEGRITY
- RELATIONSHIPS

TRUTH

- HONESTY
- FAIRNESS
- AUTHENTICITY
- TRANSPARENCY

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ANOTHER NEW CURRENCY: INFLUENCE

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RISE OF THE CREATOR ECONOMY

- The Creator Economy – the industry of influencers, bloggers, and anyone on social media monetizing their online fanbases – is now 50 million strong.
- Creating new opportunities for wealth creation across the age spectrum.
- How can the Creator Economy be leveraged to enhance/promote brand recognition + identity, reputation, authenticity and marketplace credibility?

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GROWTH OF C-COMMERCE

- C-commerce (conversational commerce) brings chat to the brand experience - ease, speed, personalization, convenience.
- Over 1bn people now interact with businesses via chat.
- New opportunity for brands to reach customers directly → democratization

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WHAT MATTERS TODAY

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LONG-TERM CONSIDERATIONS

Humans will still be important…
but the role of the human will change.

- Mankind to *Mind*kind
- Smart vs. Intelligent
- Lifelong learning…lifelong forgetting
- Output vs. input

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FUTURE-PROOFING HUMAN TALENT

THE FUTURE WILL COMPRISE OF ENTIRELY NEW JOBS THAT WE CAN'T IMAGINE TODAY

HOW CAN YOU CREATE A FUTURE-READY + FUTURE-PROOFED WORKFORCE?

HOW DO WE RECRUIT, HIRE + TRAIN FOR THE JOBS OF TOMORROW?

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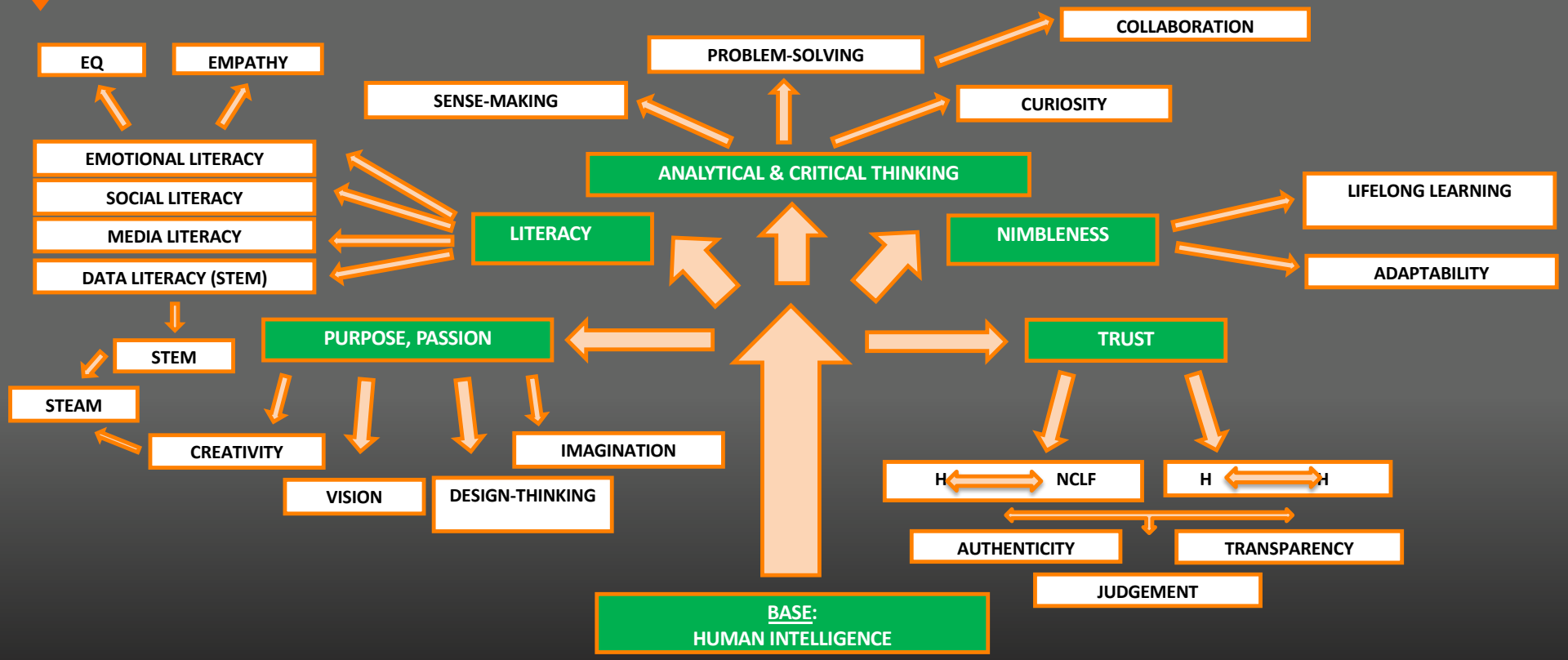
COMPETENCY TREE



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3 KEY TAKEAWAYS: LEVERAGING THE "TREE"

Intergenerational Learning – Reverse-Mentorship; Reward Structures; Feedback

Uprooting Traditional Culture. How can an environment be created that not only builds flexibility and adaptability into it, but taps into individual human ingenuity in novel ways?

Beyond upskilling + reskilling think of ways to leverage the "ROOTS" of the Tree:

RESILIENCY; OUTLOOK; OBJECTIVITY; TENACITY + SELF-REGULATION

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RECAP: MAJOR MACRO FORCES

Technologies are becoming symbiotic (e.g., the internet, big data, satellites, mobile communications, etc.);

AI and robotics are rapidly replacing many of the existing jobs and creating large swaths of unemployment;

Personal knowledge, creativity + services are more valuable and able to be monetized on a contractual basis.

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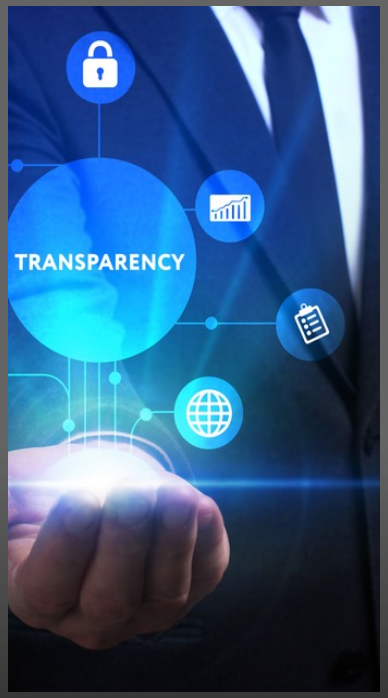
RECAP: MAJOR MACRO FORCES



New lifestyles + life stages are opening people up to purchasing and providing goods and services that weren't seen as needed or valuable earlier.

Growing importance of issues surrounding fairness + transparency – particularly for Gen Z

Technology = A tool. Create + develop a strategic knowledge of *how* it will be used, *who* will benefit from it, and clearly articulate *why* this new capability is being implemented.

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OVERALL KEY TAKEAWAYS

- **TIME** and **TRUST** as emerging new leverageable differentiators
- Companies must show that they are tech-savvy and willing to integrate the most contemporary tools to the benefit of their suppliers/customers…BUT…
- Human-to-human relationships will be key
- Employees will have to think of themselves as a combo of:
  (1) Technologists; (2) Relationship Managers

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TRANSFORMATION OF THE FUTURE

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THANK YOU

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