

# Future Trend

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# Future Trend

## Global Village



**6.5 billion people in the world rising to 9 billion by 2050**  
**India/China will be the most populated nations in the world**



# Future Trend

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## Global Citizenship/Glocalisation



### ***Global citizenship:***

**Understand how to conduct business in foreign country, develop an increased cultural intelligence and a deeper appreciation of relationships between business & society**

# Future Trend

## Global Sustainers



Most companies use **Sustainability** as Theme of Corporate Branding and also **CSR** Activity as one of marketing strategy in order to fit to new Generation value.

## New Super Economies

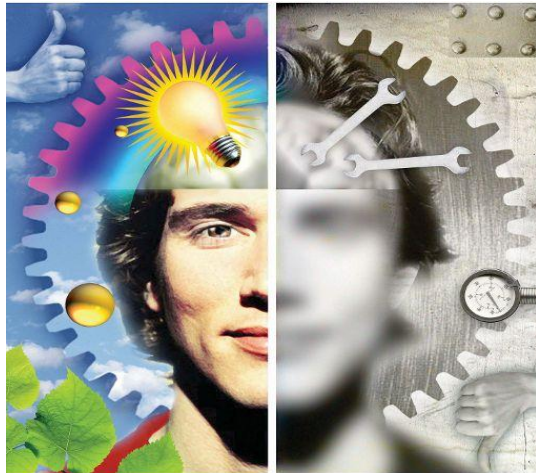


### *Old Economy VS New Economy*

- Products and Services** VS. Innovation
- Assets** VS. Intellectual Property
- Control** VS. Collaboration
- The Mass** VS. The Personal
- Predictive** VS. Experimental

# Future Trend

## Smart Technology/Science & Technology Leadership



Convergence Technology gives us the opportunity to interact in new ways and modify our environment. More and more industries offer **Virtual Workplaces**. The demand for workers and ability for workers to work from anywhere may lead to an **“e-lance economy.”**



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## Social Network



**Social Media** will connect employees, customers, and partners for immediate communication. Need for more speed and response.

**Mobile** will become office, classroom. E-learning will become M-learning

## Connect 2.0



Web 2.0 technologies provide a level user interaction that was not available before. Websites have become much more dynamic and interconnected, producing "**online communities**" and making it even easier to share information on the Web.

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## The Creative Class



High-achieving skilled individuals forms a responsible, cohesive creative class interested in the common good. This group profoundly influences work and lifestyle issues



**Creativity** or intellectual work is an essential element of personal and professional life.

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## Co - Creation



In a network society we connect across conventional borders. It empowers people to co-create new work roles & environments -we want influence and clear value definition



Nike was one of the first to offer a highly visual “build your own shoe” app on its website.. in-store kiosks that allow you how to create and post your shoe design online



# Future Trend

## People Empowerment



Leadership is about empathy. It is about having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives.

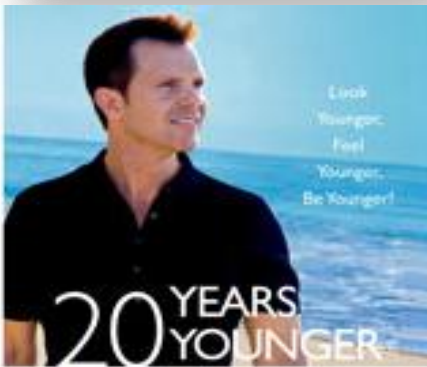
Tomorrow's people will demand transparency and sustainability. Work, lifestyle choices and experiences must appeal to personal value sets and emotions



## Emotional Consumption

# Future Trend

## No Age Society/Population concern : aging, single



The ageing society may soon see the workforce span four generations. A shift towards a more positive cultural and corporate mindset of aging is needed

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**Health concerns** have changed the face of the Western culture. A healthy body and mind will become tomorrow's mantra

## Health & Wellness



## Spiritual Awareness



**Personal enlightenment** and calm is already a high priority in today's speed society. We look for substance and spirituality – we want more meaning and self empowerment

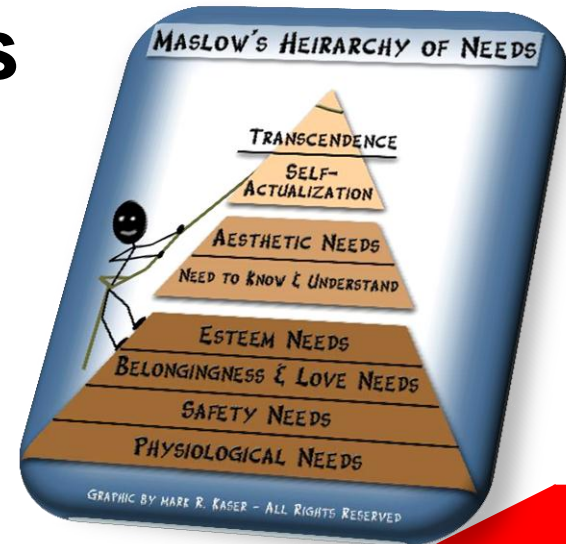
# 4 Types of Information to Predict Success in Job



Motivation

# Motivation Fit

- **Job Fit** : Personal Satisfaction
- **Location Fit** : Geographic Location
- **Organization Fit** : Organization's Values and Operations
- **Boss Fit**







**Change or Die!**

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