

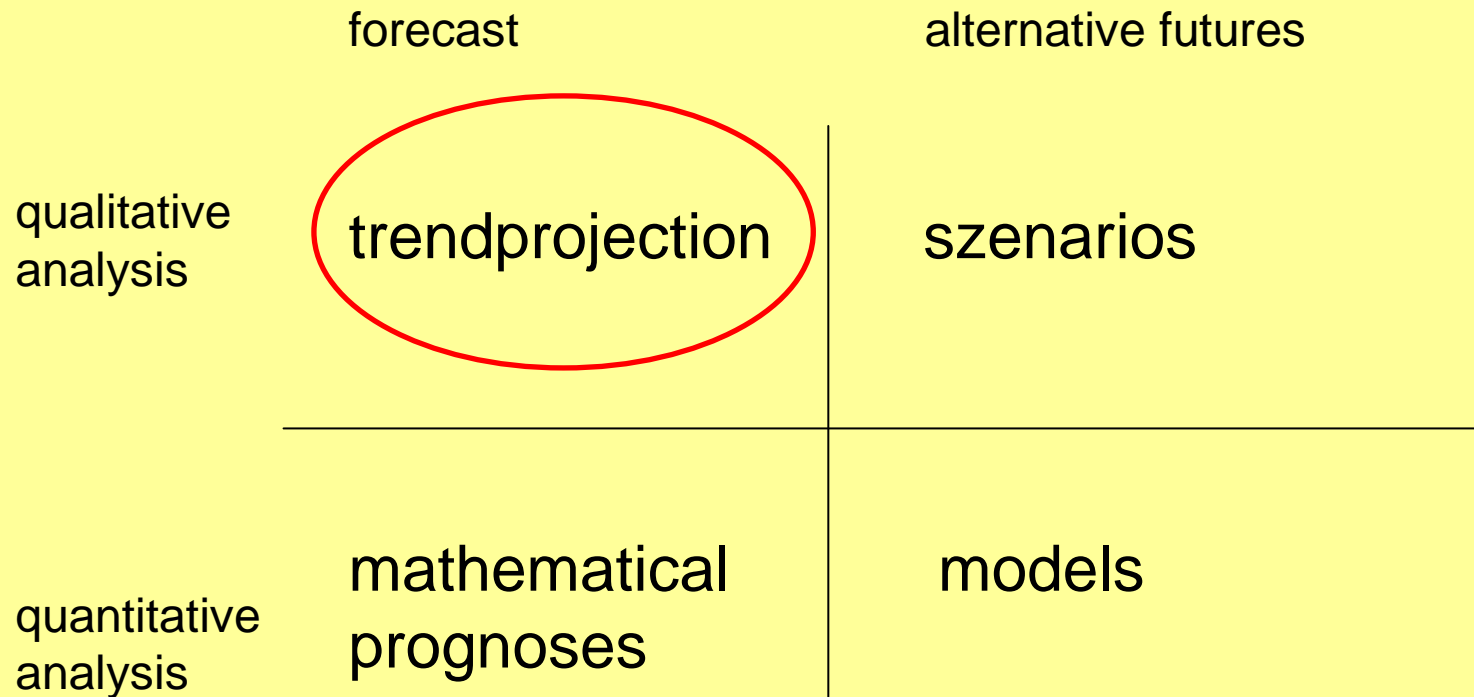


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Megatrends 2013



Megatrends: describe longterm change processes in the world



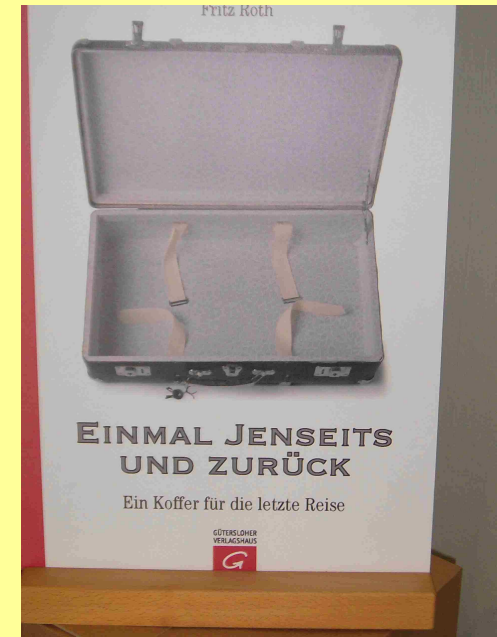


Megatrends

M1. Expansion of life

- Increase of ages
- More medical alternatives
- Demographic development:
Aging process of developed countries:
„Without children no clients“

Consequences: Markets for health, financial precaution und education.



(Once to the afterworld
and back
A suitcase for the last
journey)



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M2. One world

- Communication: „2015 Englisch is necessary language everywhere.“
- 6,7 bil. human beings are getting closer: continuing urbanisation
- Work migration at „top“ and „low“ level: e.g. qualified business nomades as factor; or „only one of three children in Frankfurt 2008 has two German parents.“



Consequences: heterogene populations, culture-related products: e.g. Islamic finance; products for migrants



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M3. **Women power**

- New models of careers
- The „other“ economic factor (e.g. micro credit clients)

Consequences: more integration of life balance, new models/styles of management, markets for child caring, also new professional role profiles for men

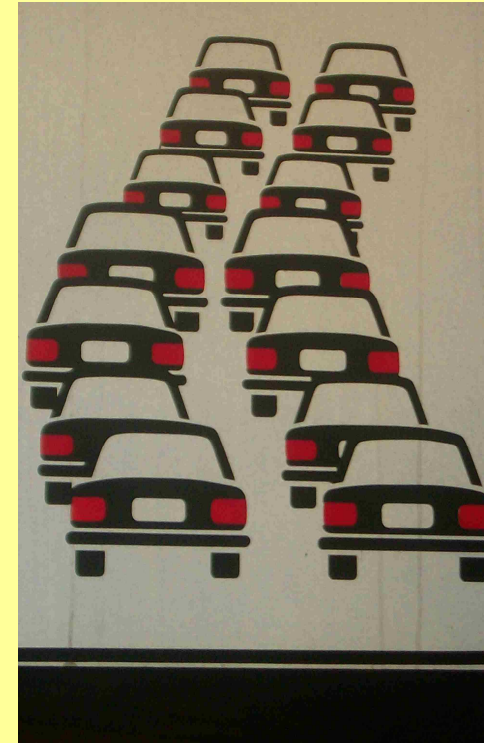




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M4. Demand for resources

- Known resources decrease
- Free and public goods turn to private goods (water, nature, security,...)
- E.g. security: Germany is one of the last countries without „gated areas“



Consequences: innovation pressure, pressure of realizing, new questions of fair distribution



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M5. **Technical and cognitive complexity**

- Virtualisation – „all is indirect“
- Complex challenges in all professions
- Micro structures – nanotechnology - human being and machines come closer
- Synchronicity – all themes can pop up immediately and at one time



Consequences: Necessary specialisation, trust, control, trainings to cope the cogintive challenge

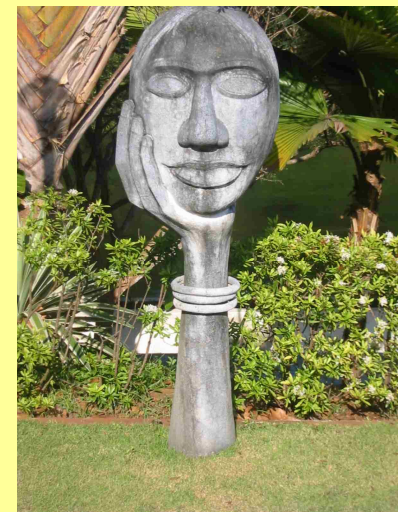


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M6. **Individualisation and emotional complexity**

- Individualisation promise (Enjoying, Own way)
- Lack of identifications in society vs. need for belonging
- Increasing questions of fairness and justice (Brain research I and psychology: „Ego“-merits?, responsibility of the person?)
- Brain research – „Freud was right!“

Consequences: training for new identification





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