

Keynote presentations

Anne Lise Kjaer, Kjaer Global *Society Trends*

Introduction

Anne Lise Kjaer is a leading global futurist, who pioneered the concept of 'Multidimensional Thinking' – developing future concepts by using scientific research methods in conjunction with a creative and intuitive approach to social, cultural, emotional and spiritual shifts in society. With an exceptional eye for the 'next big thing', her team at Kjaer Global has helped many of the world's leading brands, often translating fledging concepts into viable commercial propositions. She contributes to a range of European publications, has been featured in papers such as *The Financial Times*, on Radio 4 and on Question Time and is managing director of the Danish/UK Chamber of Commerce.

This keynote explored the complexities and challenges involved in understanding public behaviour. It outlined a number of emerging societal and consumer trends, highlighting the opportunities that these trends offer arts organisations.

Emotional consumption

Connecting with people is about empathy and the ability to motivate them, with the purpose of inspiring and empowering their lives.

In looking at the future it is important to understand that there is not one answer, but many. When a strategy is created or an event planned, the most important thing to ask is 'what is meaningful to me and what is meaningful to my organisation?' It is also about being able to relate personally to the strategy.



As we move into the 21st century, priorities are shifting. Emotional values and the time to think and dream have increasing importance and so new paradigms are needed when addressing the future. It is not enough to offer fat salary packages for employees it is also necessary to stimulate an emotional and ethical dimension. Equally, companies have to rethink how they engage with people; Phillips is no longer a producer of electrical equipment, but offers lifestyle choices to its customers.

The single biggest challenge therefore is the way in which we manage and anticipate the needs of these groups of people. More than ever we see a growing need for companies to embrace conscience-led values. As Oprah Winfrey says:

'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.'

Self-empowerment has become a personal goal for many people and everyone wants to be part of a great experience. The arts world needs to facilitate this empowerment and help people to live the experience.

Contrasts coexist

We live in a world where contrast and diversity rules. Our modern culture is both:

- indulgent and health-conscious
- pessimistic and anxious
- individualistic and humanitarian

Therefore, there is a new and unlikely synthesis between:

- hedonism and austerity
- individualism and altruism
- freedom and commitment
- living for the present and expressing concern at the future

This marriage of opposing forces simply intensifies two major principles in today's society:

- the quest for efficiency by accelerating speed
- the ideal of earthly happiness through the quality of life

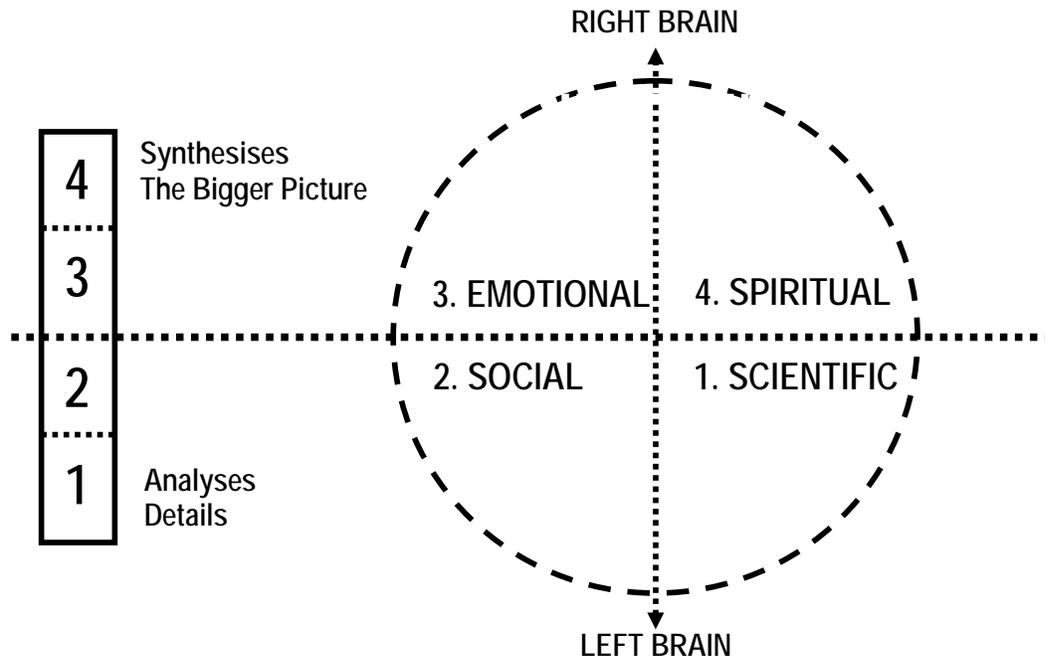
Society has created this circle because of the constant search for happiness and pursuit of meaning. For example, a new form of philanthropy can be seen in the examples of people like Bill Gates: *Billanthropy*. The conversation now amongst the super-rich is not 'how much money do you have?', but 'how much can you afford to give away?'

When working in the arts and thinking about future strategies, it is a question of how these contrasts are balanced in reality. That is the challenge: understanding how to talk to audiences in different ways.

The whole brain

Traditionally society has been mapped out and driven by left brain thinking (driven by numbers and logic), but increasingly we have discovered that real life is not like that and requires us to look at the whole situation.

Neuroscience divides the brain into left and right. The left brain is analytical, breaking down a whole into components and looking at the detail, whereas the right brain is about synthesis, weaving components into the whole and seeing the big picture. People who lean on logic and rational thinking (left-brainers) end up starving the best part of the mind.



It is essential for the future that we embrace holistic thinking, using the whole brain. In practice, people frequently do this unconsciously: for example, preparing and planning for a project (using the left brain) but then also being creative and intuitive about how it will work (right brain). This is the essence of a multi-dimensional philosophy.

Trend Atlas

Kjaer Global uses a 'Trend Atlas' to map key trends in an overview which is divided into four segments: Scientific, Social, Emotional and Spiritual [see diagram above]. By clustering trends on different levels it is possible to obtain a more holistic picture of the future consumer.

It is vital to isolate key movements to understand current motivations and likely influences in culture and lifestyle patterns. This means that it is possible to go beyond identifying trends to create rich, stimulating trend concepts and scenarios, illustrating how people could experience the future.

Society Trends

TREND MAPPING



Mindsets

The diversity and complexity of today's society means that people are in constant transformation, leading to many different and complex mindsets. There are two main contrasting mindsets in evidence:

- **Hunters:** ME-orientated individuals focusing on life according to themselves
- **Gatherers:** WE-orientated individuals focusing on the more collective values relating to the group

It is important to find the right ways to talk to these two different types. Relating it to the arts world, a typical 'hunter' will go to an exhibition and approach it in a very distinctive way: walk-through, look at what they're interested in and then go straight through and out: done that, onto the next thing.

A typical 'gatherer' though, will come to the exhibition, meander through it, bringing other people with them, perhaps in an intergenerational family group. They are as interested in the social and emotional experience as experiencing the art.



Tomorrow's people (values and friends)

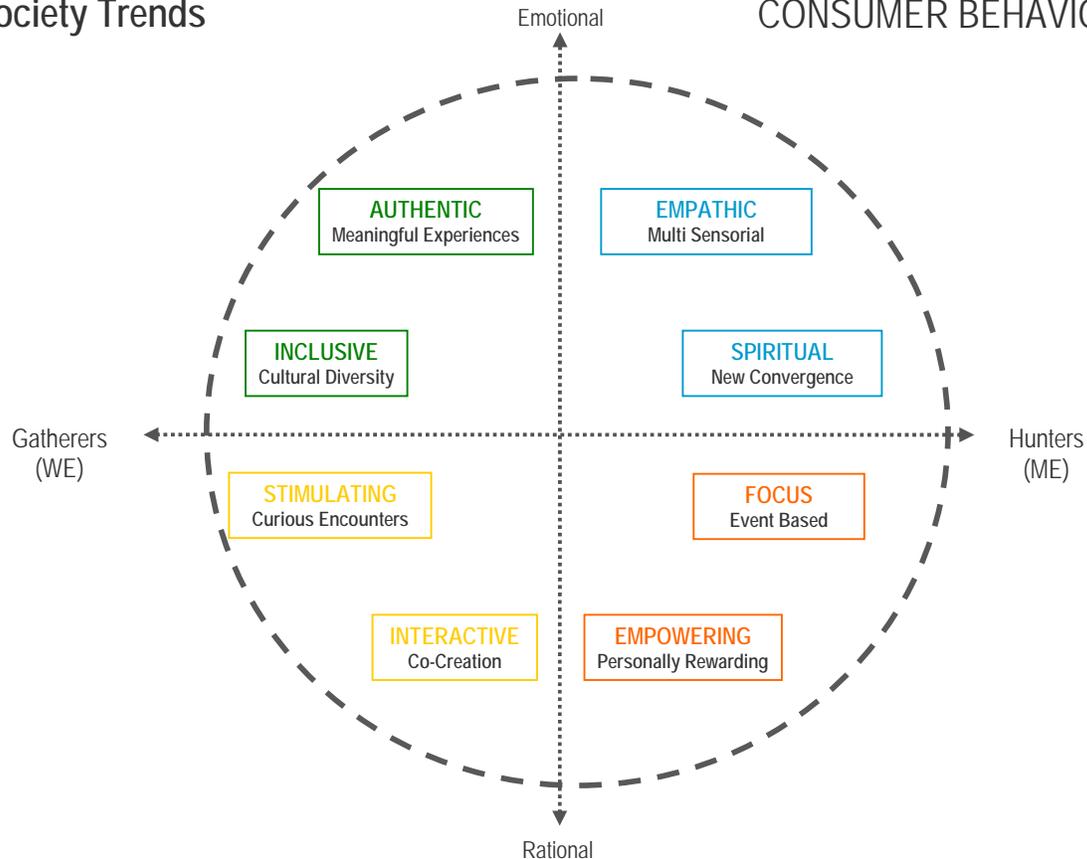
Working with contrasting mindsets provides a framework and deeper understanding of tomorrow's people. However, in order to reach tomorrow's people and address society's demands we must offer services that fulfil the needs of both the Gatherers and the Hunters. The core mindsets address shifting values and priorities – there are no set types as our values clearly shift throughout our lives.

The model [previous page] is useful in mapping out the kinds of things that consumers will be looking for, depending on where they might fit within this multi-dimensional concept.

Again the point is that there is **not one future but many....**

Society Trends

CONSUMER BEHAVIOUR

Communication Nation

These are key words, concepts and drivers that need to be taken into account when devising and planning our own strategies:

- Focus: event based
New initiatives ensure word of mouth recommendations
- Empowering: personally rewarding
Exchange should be personally empowering on all levels
- Interactive: co-creating
People need ownership and a sense of playfulness to be truly inspired
- Stimulating: curious encounters
Unconventional thinking engages and stimulates a wider audience
- Inclusive: social diversity
Multidimensional offerings will increase participation
- Authenticity: meaningful experiences
Cultural encounters connect with people on a deeper level
- Empathic: multi-sensorial
Desirable experiences and discoveries with high emotional impact
- Spiritual: new convergence
We want to learn about ourselves and find greater meaning in life

From Facts to Feelings

Finding inner peace is essential in a high-pressured time-starved society where time is a commodity. Our openness to alternative ways of finding personal direction is increasing.

A new approach is needed in an anxious society troubled with a wide variety of worries – each likely to increase. As our knowledge of the universe increases, so does the desire to make a difference. Convergence between the spiritual and scientific worlds could provide new answers and synergies for the future.

When Kjaer Global used to talk to clients about ‘feelings’ they said they wanted ‘facts.’ Today people are open to a softer approach. The most important message is: **refocus your brand and empower people** (the consumer). There has already been a massive growth of empowerment brands – brands that inspire, educate, illuminate or facilitate knowledge. In the future this will become a given – brands will need to trade up. Look at Apple, Tate Modern and Ikea – all brands that focus on seeking to empower people. This is multidimensional thinking.

The Visual Summary



Challenges and conclusions

To meet tomorrow's people and society's demands - we must deliver Smart, Interactive, Meaningful and Sensorial solutions

It is important to understand that people have higher expectations, more varied choices and more complex decision patterns than ever.

Navigating complexity, or helping people to navigate it, will be one of the most important business issues of the 21st century.

In conclusion, it is not enough to know a lot. Turn your knowledge into an empowering vision that will reach, inspire and emotionally connect with your audience.