

# 2035

## MEGA LONG TRENDS



- NEW OPERATING MODELS
- EXPERIENCE ECONOMY DILEMMA
- PRESCRIPTION DILEMMA
- EFFICIENCY DILEMMA

<https://www.youtube.com/watch?v=wmIDOJkN4bM>

- **SUSTAINABILITY**
- REGULATION
- TAXES
- **FUTURE OF LABOR**
- RSC

- INDUSTRY BOUNDARIES MELTING WITH TECH
- TO BE PART OF THE TECHNOLOGY CONGLOMERATES OR TO BE ACQUIRED OR USED BY THEM
- ENDLESS DIVERSIFICATION & INNOVATION

# KEYS OF THE DIGITAL REVOLUTION

**TECHNOLOGY & DISRUPTION**



**SOCIETY & CONSUMER CHANGES**



**DEMOGRAPHY & GENERATIONAL CHANGE**



## New Business Models

**TO PRESCRIBE or TO be PRESCRIBED**

**PLATFORMS**

**DIS-RRSS-MKT-COMM**

**EXPERIENCE ECONOMY**

**Hyper PERSONALIZATION**

**IMACS, IA**

**EFFICIENCY or NOTHING**

**AUTOMATION**

**AS A SERVICE**

## LIVE within the ECOSYSTEM

**INNOVATION STARTUPS**

**COLLABORATION**

**CO-CREATION**

**SECURITY**

# A NEW / AGING GENERATION

**IN 2025  
75% OF PROFESSIONALS  
WILL BE  
MILLENNIALS**



**% POPULATION  
WITH AGE  
>65**  
(\* )



1990  
**13.7%**

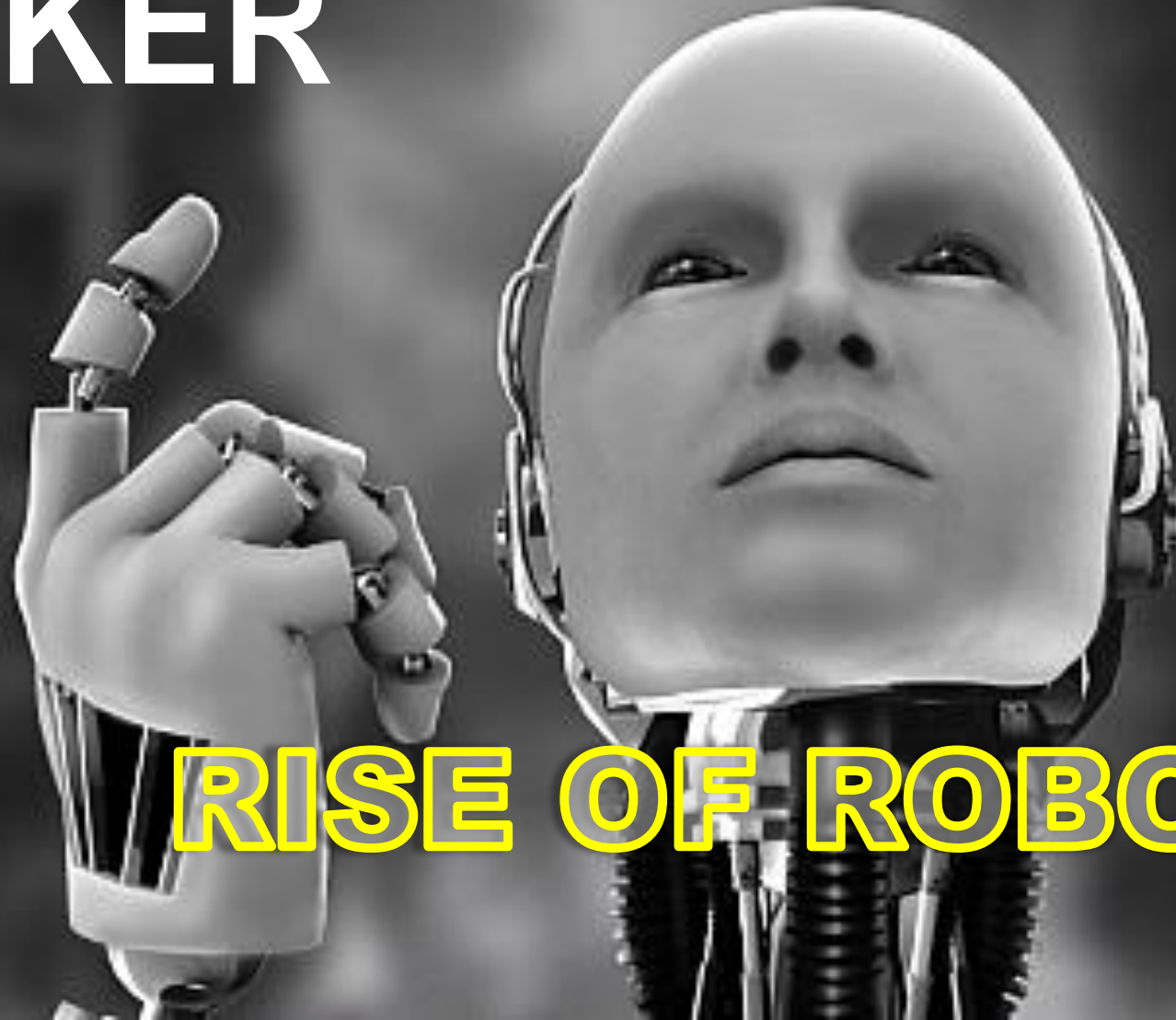
2010  
**17.1%**

2030  
**29.2%**

2050  
**32.8%**

(\* ) Source: UN.org. Percentage of population aged > 60. More developed countries

# THE FLUID WORKER



**RISE OF ROBOTS & AI**

# TALENT IN THE DIGITAL REVOLUTION



**Liquid  
Organization**



**Fluid  
Worker**



**Diverse  
Company**



**Digital  
HR**