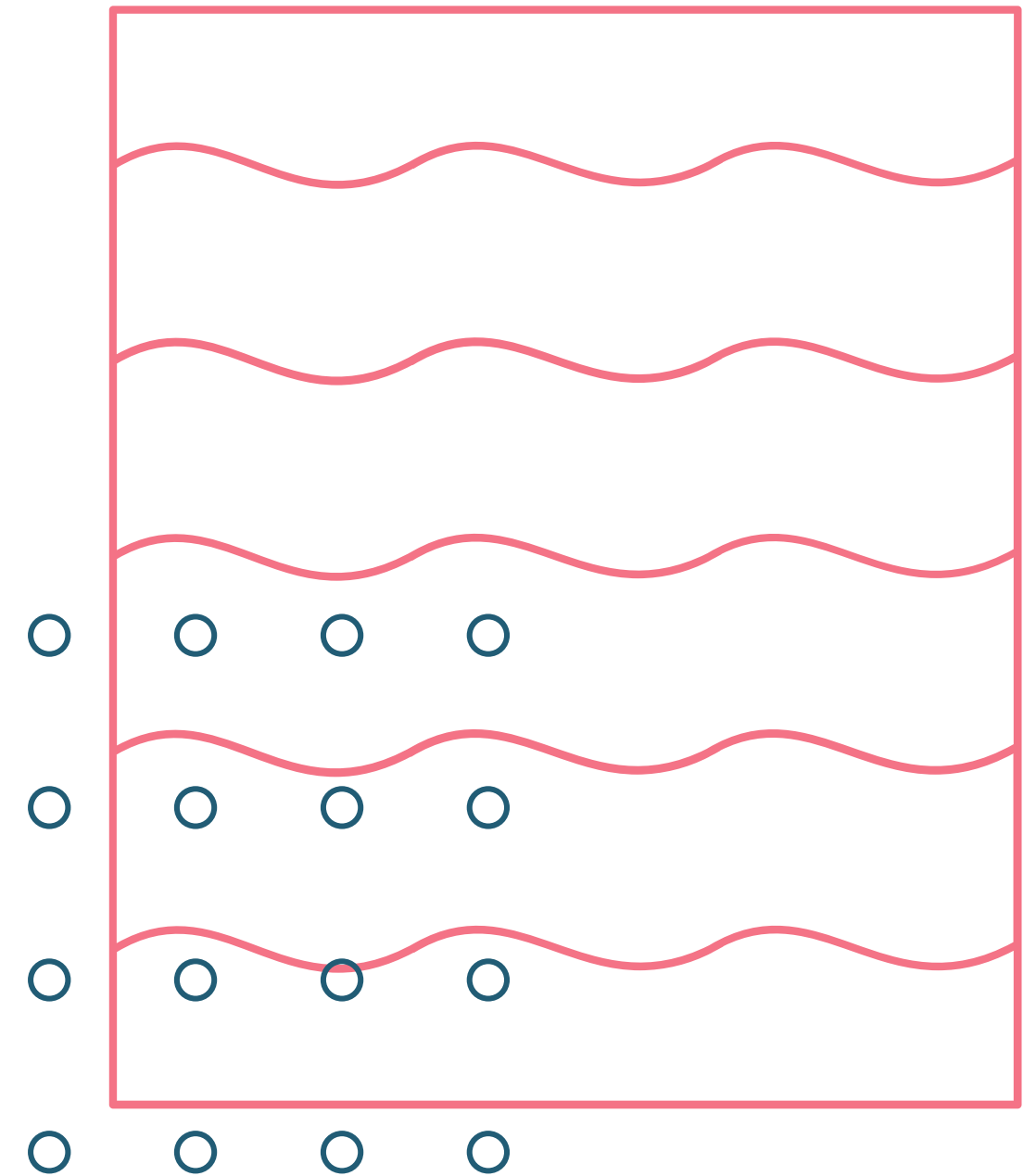


THE FUTURE US

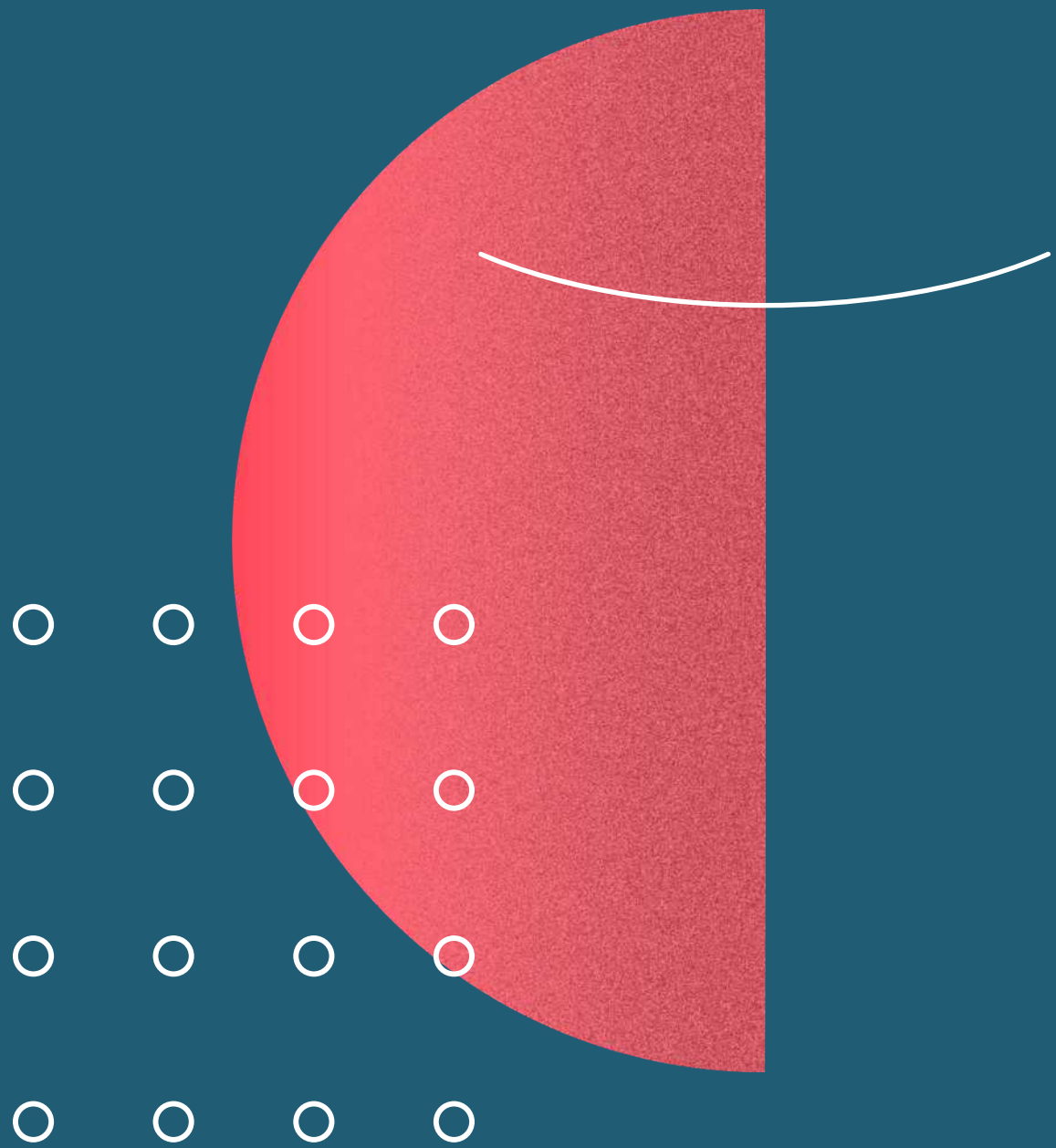
7 TRENDS SHAPING THE WAY
WE LIVE, WORK AND PLAY IN 2020



WHY ARE WE
FINDING OURSELVES
INCREASINGLY
UNFULFILLED?



WHY MORE OF
US KEEP
WONDERING
WHAT IS THE
POINT OF IT ALL?



Maslow would be proud.

In a modern society we don't need to worry about the food, shelter or even love and belonging. We are still interested in social status and recognition, but even there we are reaching satiation.

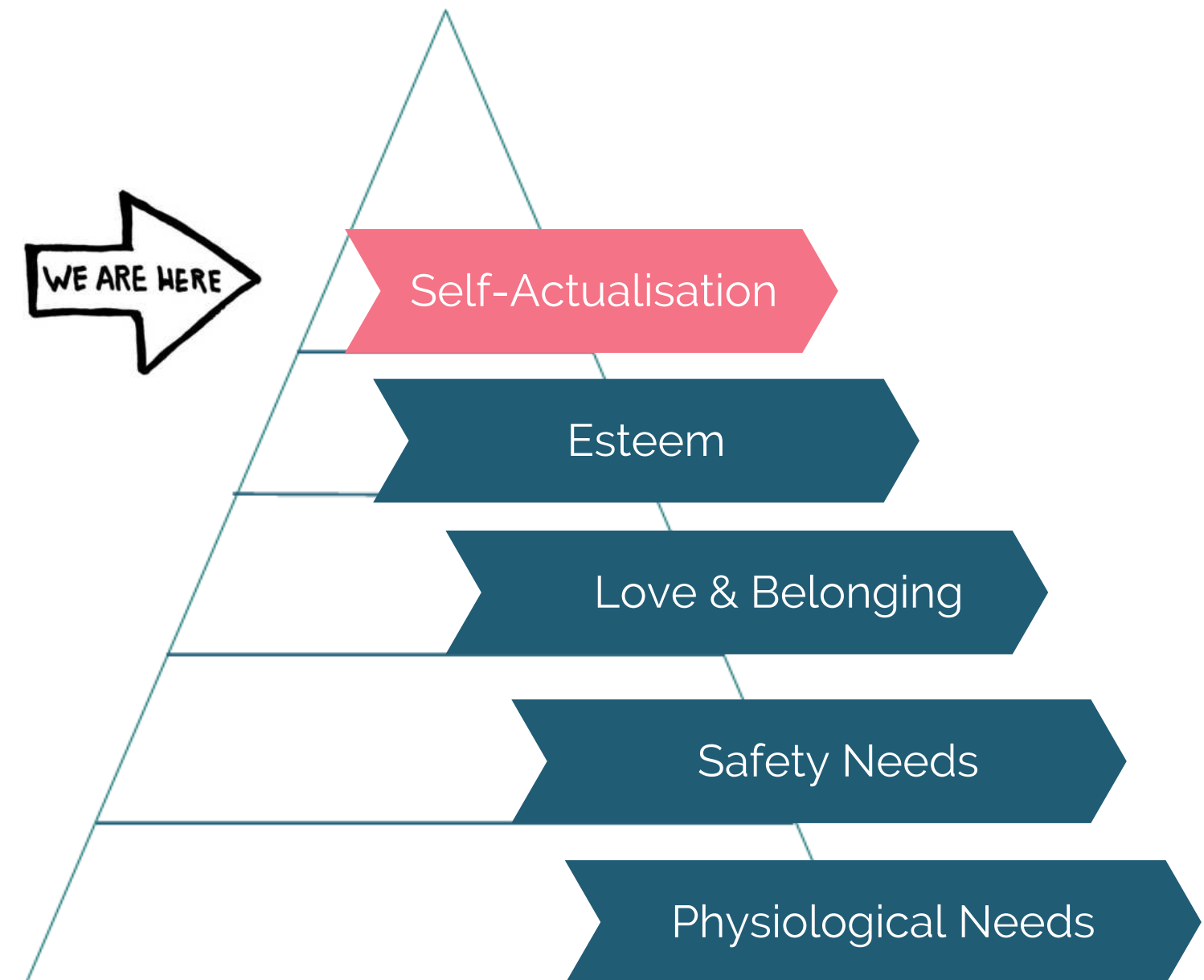
With all that, an increasing number of individuals are starting to wonder 'What if there is more to life?' 'How can I realise my potential to the fullest?'

We sprinted all the way up the Maslow pyramid extremely fast. So fast, that the society and the individuals did not have a chance to catch up.

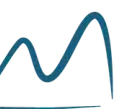
There are no frameworks or rules that govern the self-actualization level. But isn't that exciting?

That means we get to make our own rules!

THE FUTURE OF US



Abraham Maslow Pyramid of Needs



WHAT IS THE **FUTURE** OF LIFE, WORK
AND PLAY IN THE MODERN SOCIETY?

AND HOW WE CAN MAKE
OUR OWN RULES?



HERE ARE 7 TRENDS THAT ARE
SHAPING THE WAY WE LIVE, WORK
AND PLAY IN 2020

7 TRENDS

Our methodology

We analysed technology and economic trends, developments in the standards of living, globalisation, mental health problems and more. We spoke to a lot of successful, inspiring and forward thinking people.

We synthesised all that in 7 key trends shaping the future of the modern society and opportunities they create for building your dream life.

- 01 100-YEAR LIFE
- 02 OYSTERIZATION OF THE WORLD
- 03 LOOSENING SOCIAL RIGIDITY
- 04 ABUNDANCE OF CHOICE
- 05 GET OUT OF THE BURNOUT
- 06 LIVING WITH LESS
- 07 BIGGER THAN US

01

100-YEAR LIFE

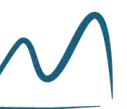
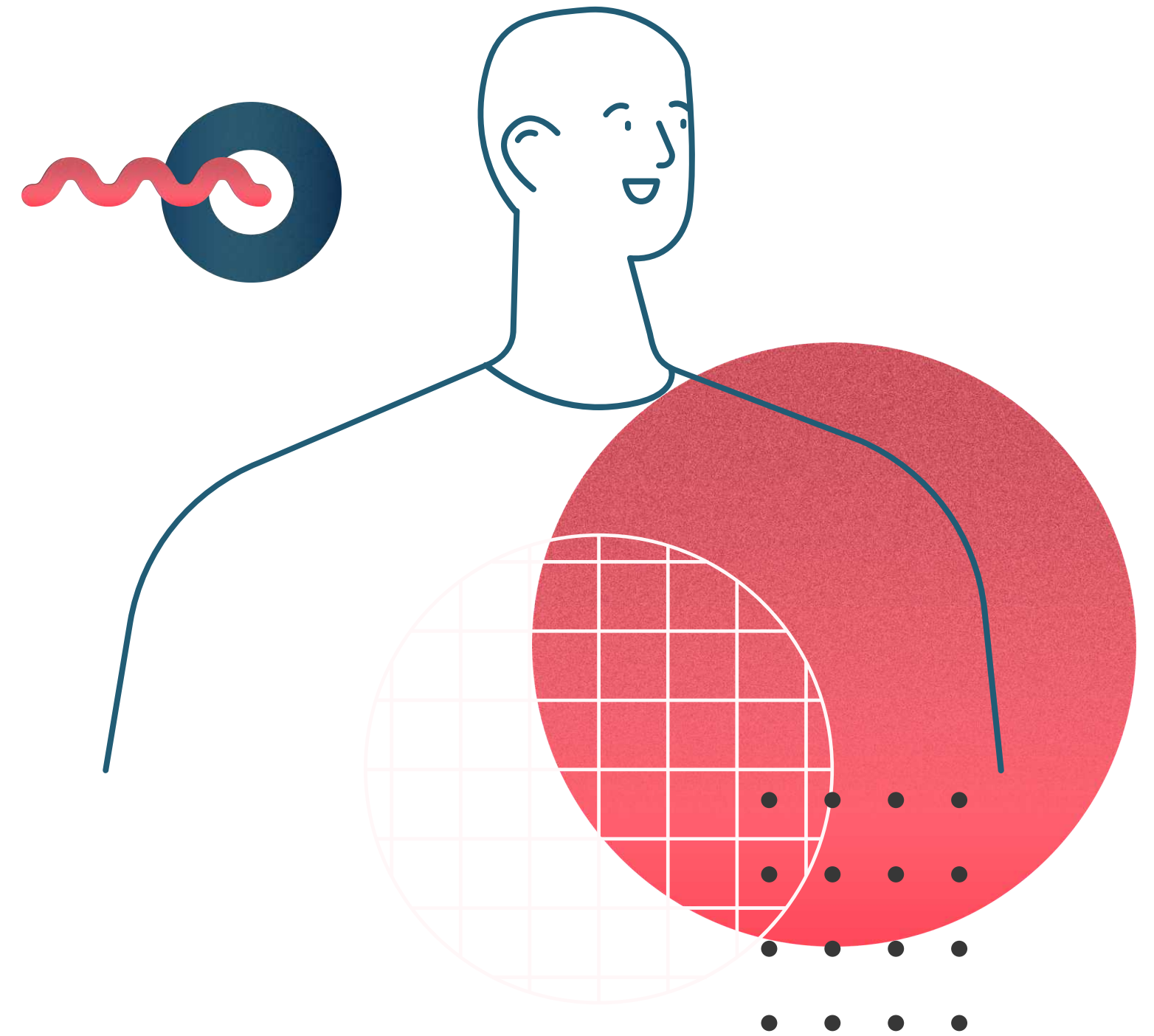


01 100-YEAR LIFE

Children born today in the developed world will live to more than 100 years old. A lot of us are likely to reach that milestone too.

While it sounds like a wonderful achievement of a humankind, we have not given much thought as to what that means for how we live, work and play.

We are structuring our lives in the same way our parents and grandparents did. The three-stage life of education, career, and retirement is still a prevalent model in many countries around the world. Yet, with extra 20-30 years added to our lives, lot of aspects of our lives must be redefined, to avoid this gift turning it into a social and economic curse.



WHAT DOES IT MEAN?

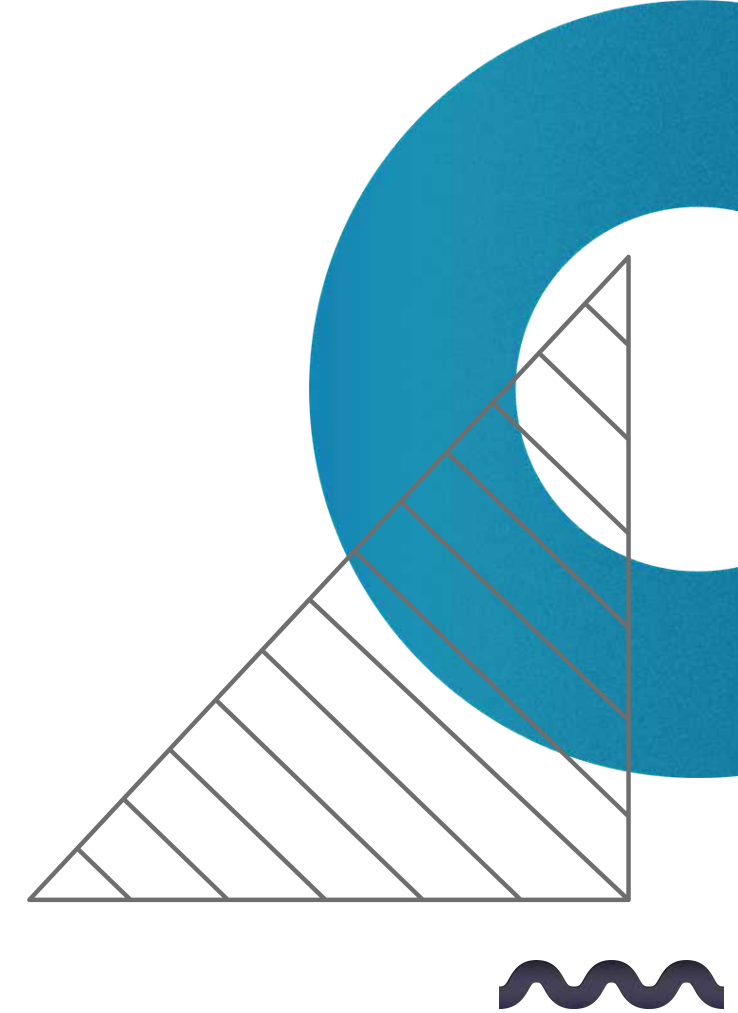
Living a longer life has massive implication on all aspects of our lives. Retiring in your 60s and living until 80s means you need to sustain yourself for 20 years of retirement. Imagine adding another 20 years to that?

Will you spend more years working? Will you save more for retirement? How will you make sure you will not get bored being in one profession for all those years? How will you make sure you will stay relevant? What about your love life? Are you prepared to commit to someone for 70 odd years?

The current three stage life of education, career and retirement will be replaced by a multistage life with new stages, new ages and with the potential for much greater individualised sequencing.

WHAT IS THE OPPORTUNITY?

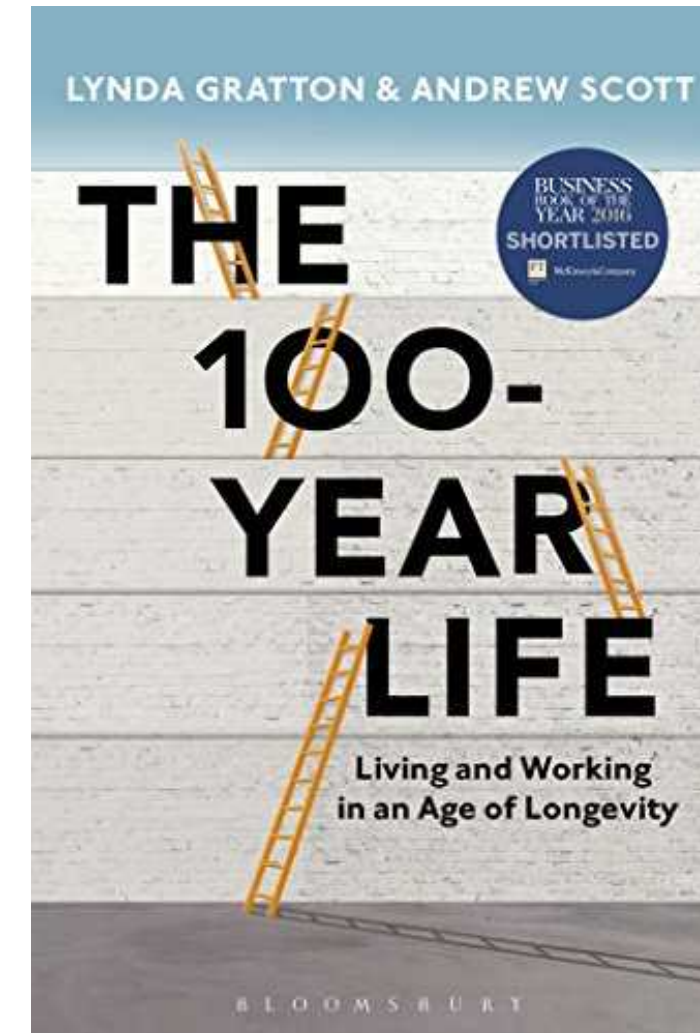
For us, trailblazers, it is wonderful news. The world needs new ways, frameworks, and models. No one has figured it all out yet, so it can be you, who invents the rules of the game in this new 100-year life world. Maybe you will invent a new way to do relationships? Or join as one of the pioneers building a portfolio career?



I'D LIKE TO KNOW MORE...



WATCH THIS **VIDEO**:
THE 100-YEAR LIFE
LONDON BUSINESS SCHOOL

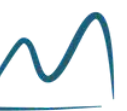


READ THIS **BOOK**:
THE 100-YEAR LIFE – LIVING AND
WORKING IN AN AGE OF LONGEVITY



02

OYSTERIZATION OF THE WORLD



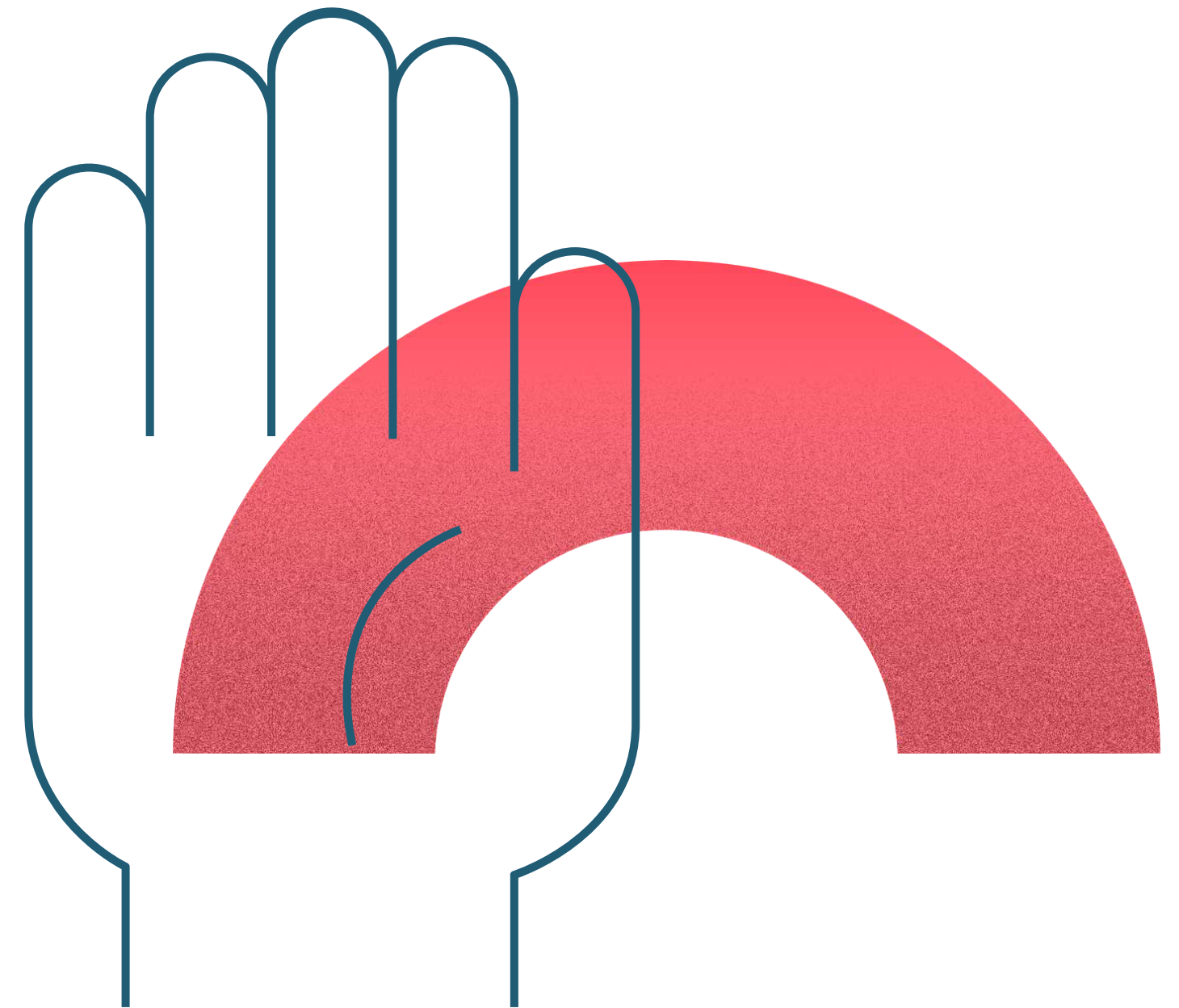
02 OYSTERIZATION OF THE WORLD

The world is indeed your oyster.

Never in the history of humankind travelling, working, and living across borders has been easier.

Technology and social media make it possible to work from anywhere in the world, connect to the loved ones across borders and make new local friends in a blink of an eye. More and more countries are embracing the cultural mobility and introducing lighter visa and residency options. Estonian e-residency, for example, makes it possible for location-independent citizens to open a company, do banking, payment processing, and taxation from anywhere in the world.

An increasing number of people embracing that and becoming digital nomads, vagabonds, expatriates and more. People are living nowhere and everywhere at the same time, making the 'Where are you from?' question irrelevant.



WHAT DOES IT MEAN?

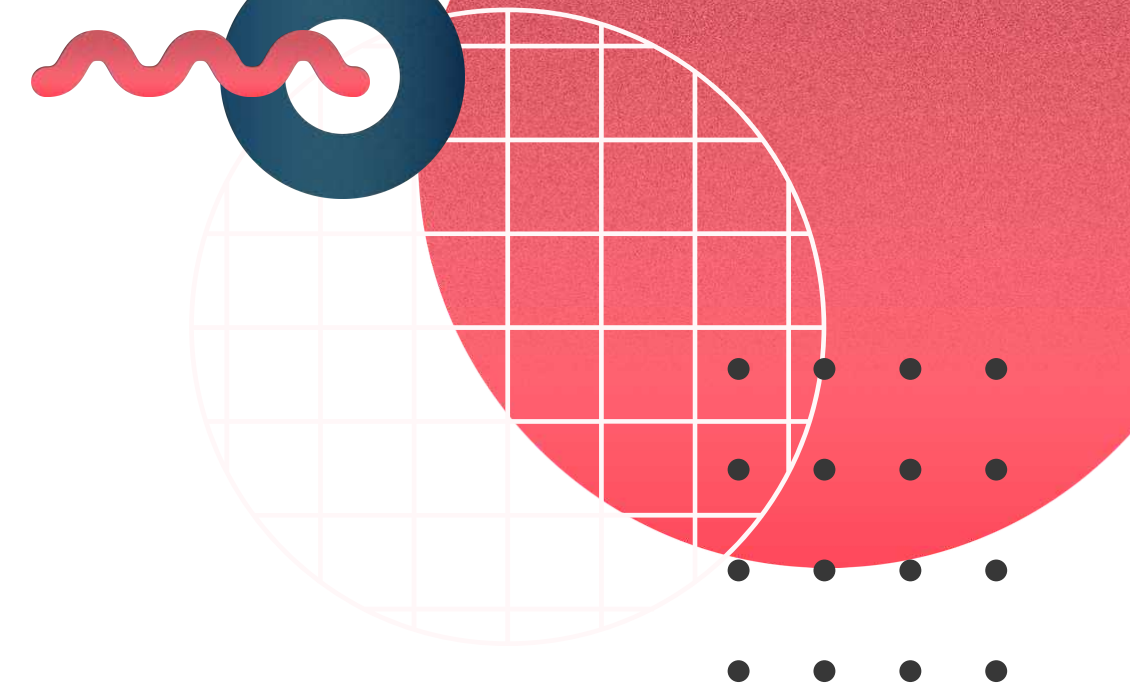
The oysterization of the world means you have a lot more options available for how to design your life. You don't have to choose on whether to take a gap year and go travelling or continue your professional development. You can do both at the same time in whatever configuration works for you best.

Can you arrange a job secondment or an international transfer as part of your company? Join a digital nomad movement? Or invent your own unique lifestyle that is just right for you?

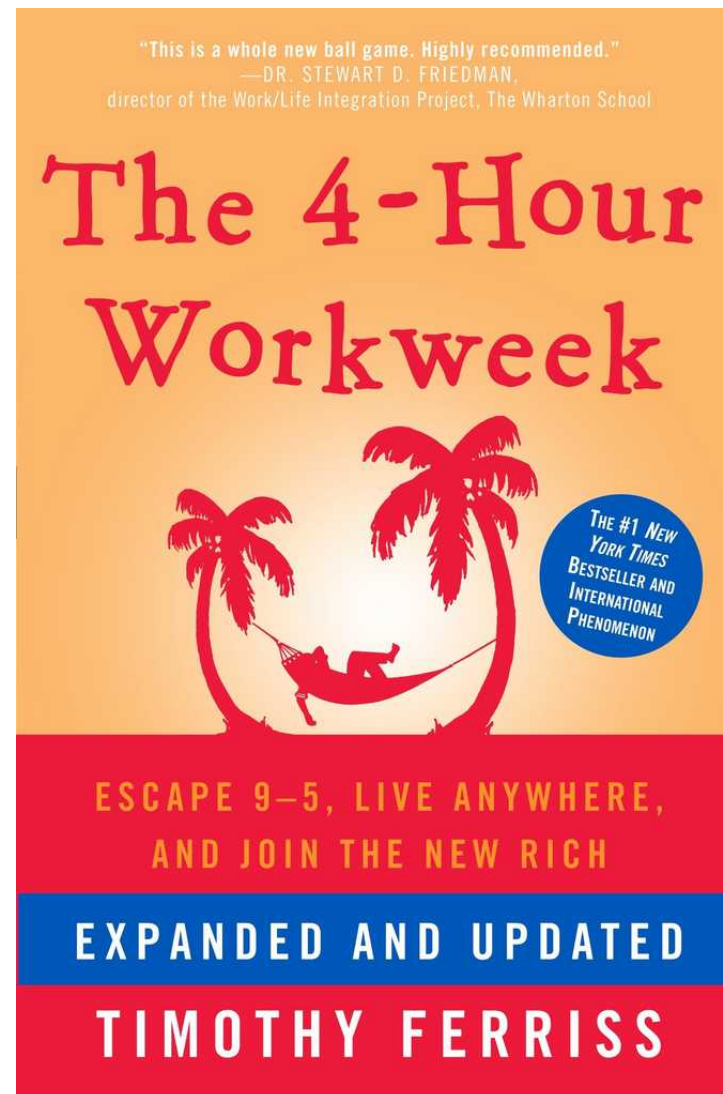
A lot more nomads, for example, tired of years of constant travel, are increasingly embracing the idea of 'slow travel', spending many months and sometimes years in different locations. What is the right balance for you and how can you create it from the outset of your trailblazer journey?

WHAT IS THE OPPORTUNITY?

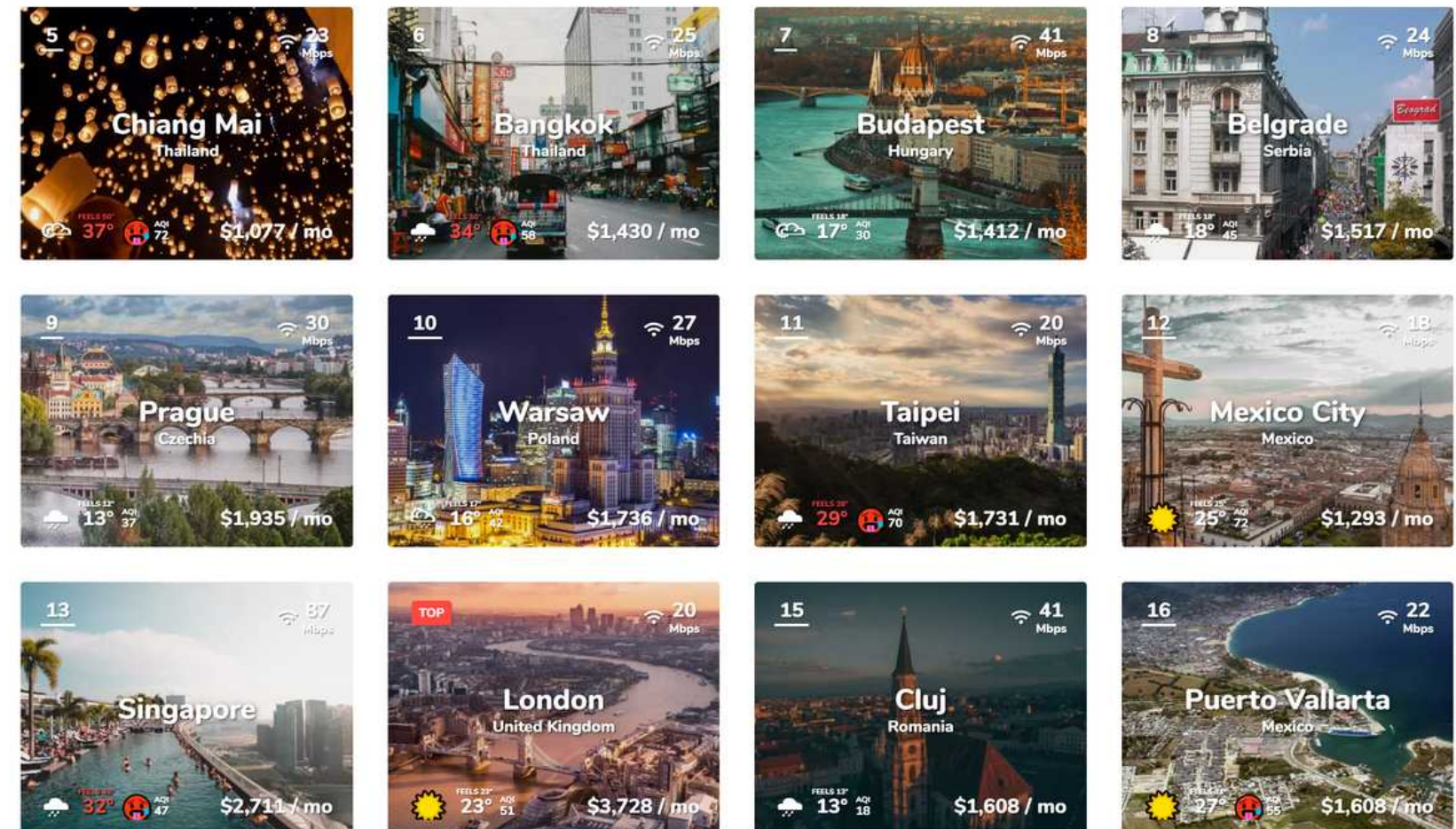
The world is ready for new models, creatively combining work, play, travel, and relationships beyond borders. How can you embrace variety of aspects of life at the same time and live your life like you are 'always on a gap year'? This trend also presents a massive business opportunity for those, living their lives across borders.



I'D LIKE TO KNOW MORE...



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THE 4-HOUR WORKWEEK
BY TIM FERRIS

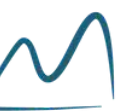


BROWSE THIS **WEBSITE**:
NOMADLIST - GLOBAL
COMMUNITY OF DIGITAL NOMADS



03

LOOSENING SOCIAL RIGIDITY



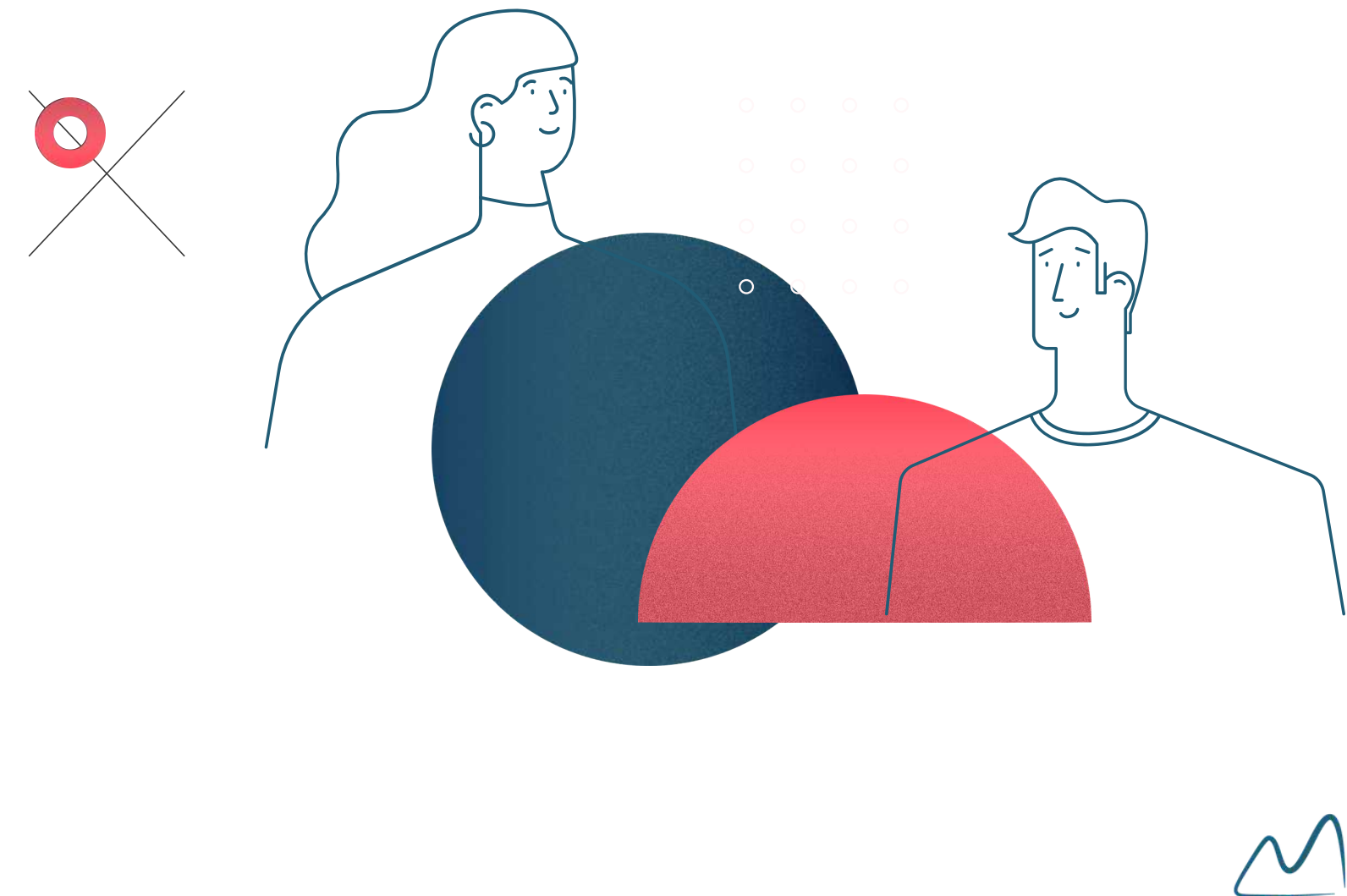
03 LOOSENING SOCIAL RIGIDITY

The world is loosening its rigidity.

When it comes to how we live, where we live, who we love, how we make money, whether we have children or not, who we raise children with and so much more.

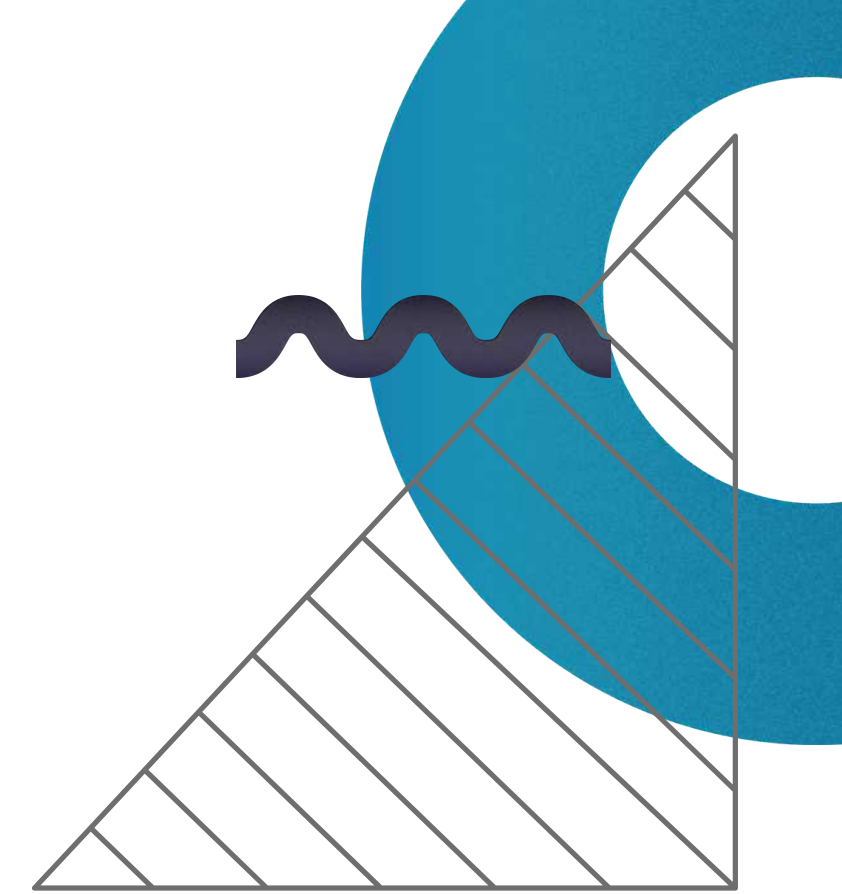
Humans are social animals and social approval plays a massive role in the choices we make. While we like to think we are rebels and don't care what others think, we do. This is a survival mechanism deeply ingrained in our brain – if we are excluded from the tribe, we are dead.

Good news – the world is easing off. Not everywhere, not all the time, but we are getting there. There is a much stronger awareness and acceptance of the gender fluidity, sexuality, and various social set-ups. Growing number of people are experimenting with new family and relationship models, such as polyamory, open relationships, or co-habitation. Companies are also forced to start flexing their rules in response to this trend to keep and attract the best talent.



WHAT DOES IT MEAN?

It has never been a better time to make your own rules and be the chef of your own life. The chances that what you do will be judged or frowned upon are lower than ever. Moreover, the world is ready and craving for the new role models, especially in the context of a 100-year life.



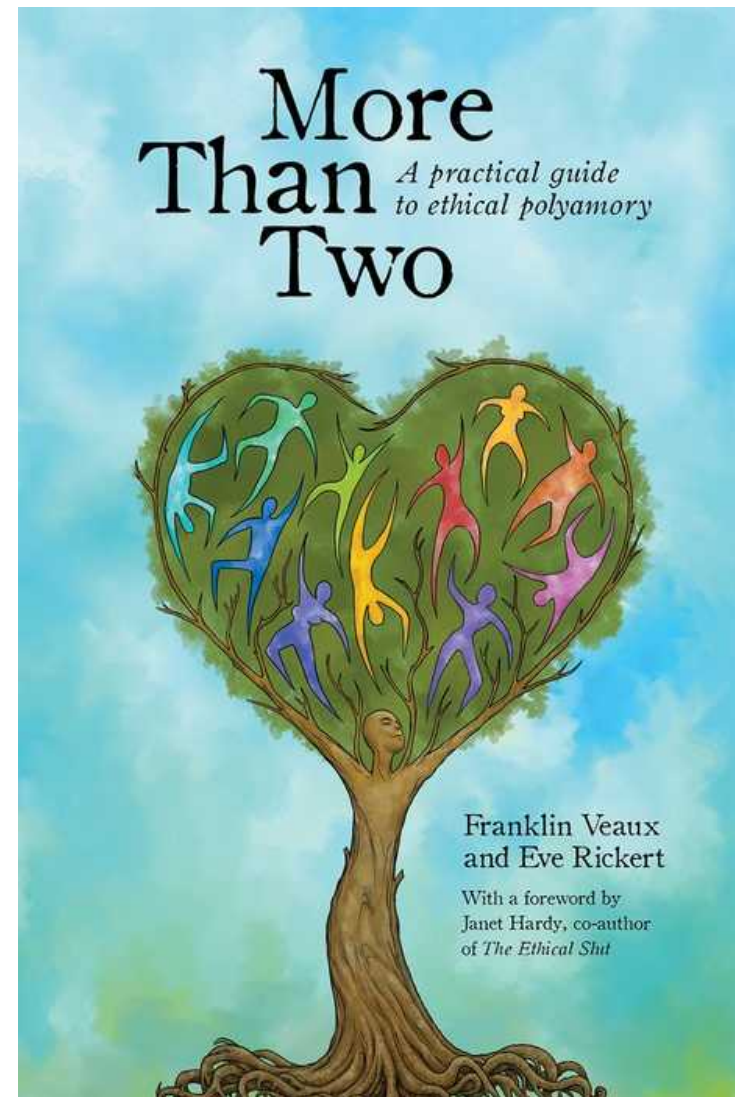
WHAT IS THE OPPORTUNITY?

While the option to go out in the world and build your own business is still there, this trend means you also have the option to build your dream life in a corporate context, without having to leave your job.

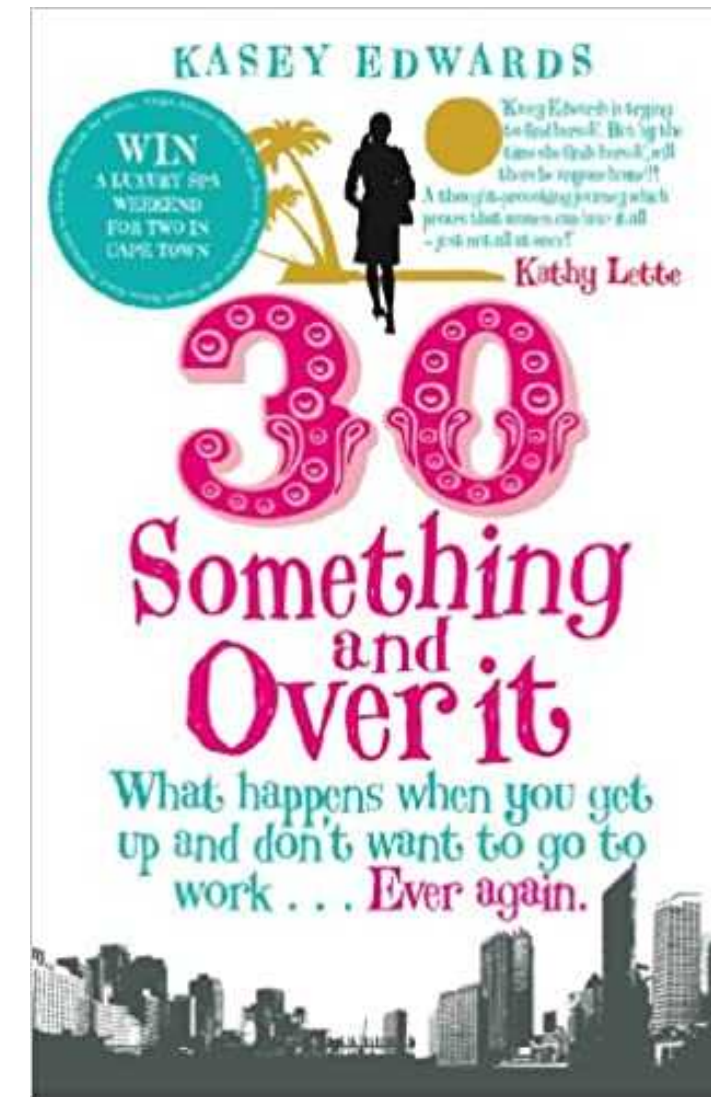
Outside of work, now is the best time ever to embrace who you truly are and live it, being the role model to others and showing it is possible. Whether it is embracing your sexuality, choosing to have a child on your own or co-habiting with a friend instead of infinitely waiting for 'the one'.



I'D LIKE TO KNOW MORE...



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MORE THAN TWO: A PRACTICAL
GUIDE TO ETHICAL POLYAMORY



READ THIS **BOOK**:
_30-SOMETHING AND OVER IT: WHAT HAPPENS
WHEN YOU WAKE UP AND DON'T WANT TO GO
TO WORK . . . EVER AGAIN



04

ABUNDANCE OF CHOICE

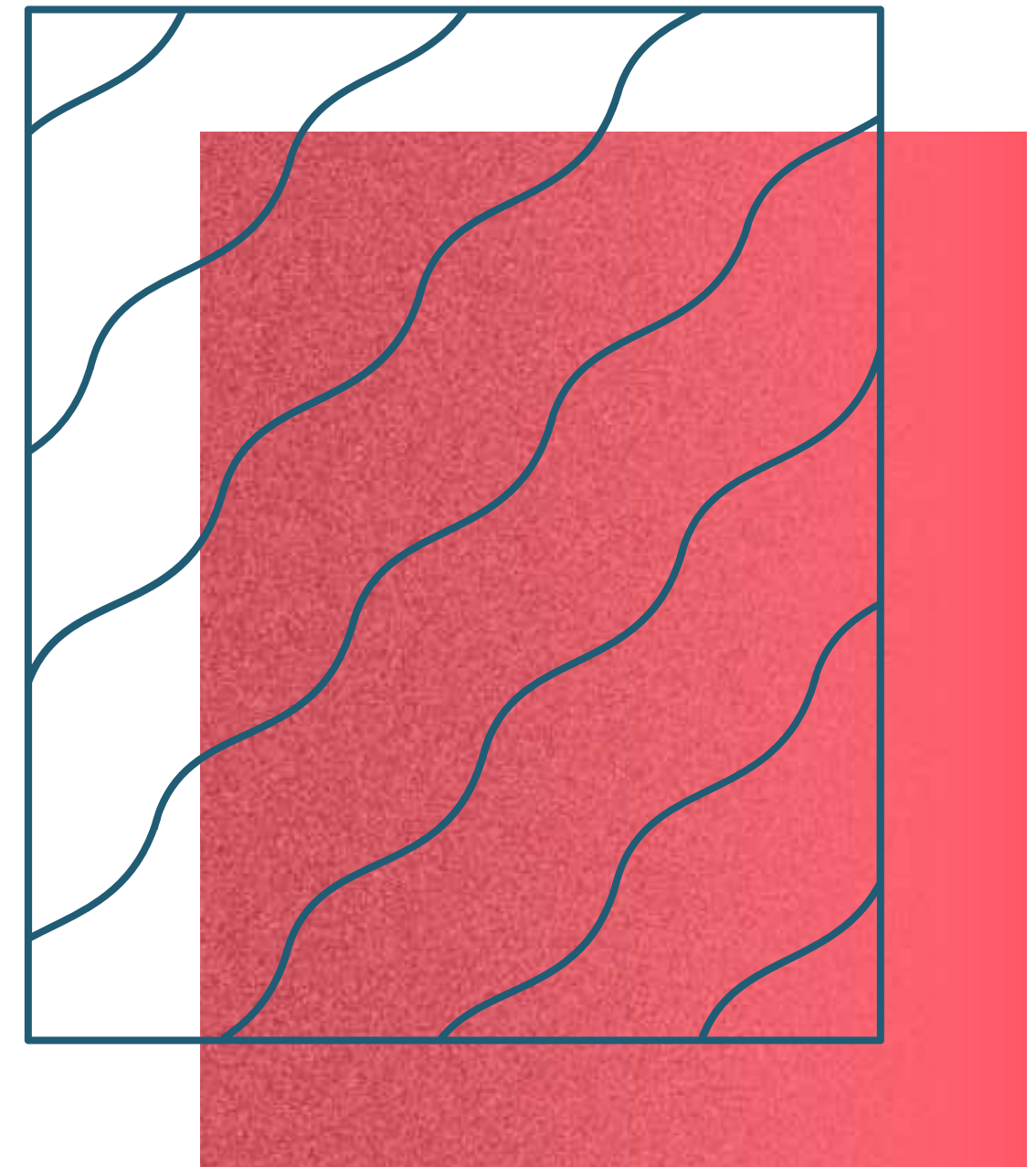


04 ABUNDANCE OF CHOICE

We never had so much choice as we do today.

No longer are we forced to sacrifice our health, breaking our backs to provide for our families. No longer are we forced to enter a loveless marriage to sustain ourselves economically. No longer women are forced to leave the workforce having to bear and rear children.

Today, most of us have the choice over how to live our lives. With loosening social rigidity and oysterization of the world, we can choose whatever life path we want. We can have a corporate career, open our own business, become a digital nomad or a stay at home parent. We can stay single, get married or enter a partnership with a person of the same or opposite sex, or maybe with multiple people. We can have a child in a relationship or as a single parent, foster, adopt, or opt-in to take care of a pet instead. The options are endless.



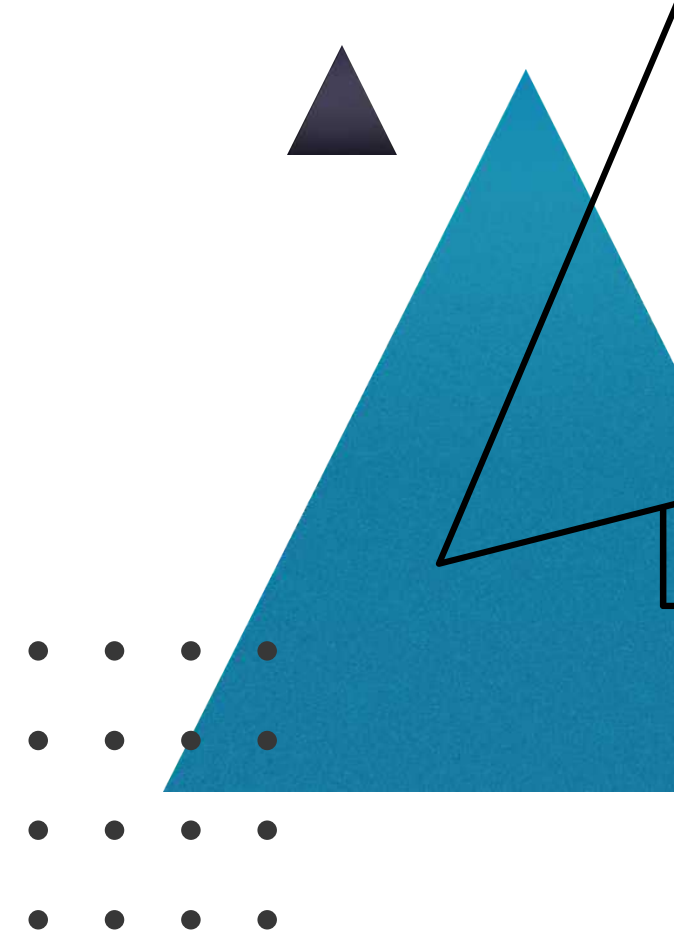
WHAT DOES IT MEAN?

Freedom is great, but comes with the challenge – the paradox of choice. When you are presented with too many options, there is a risk you won't move at all. Like a donkey, starving to death, unable to choose which of the two stacks of hay to nibble of first.

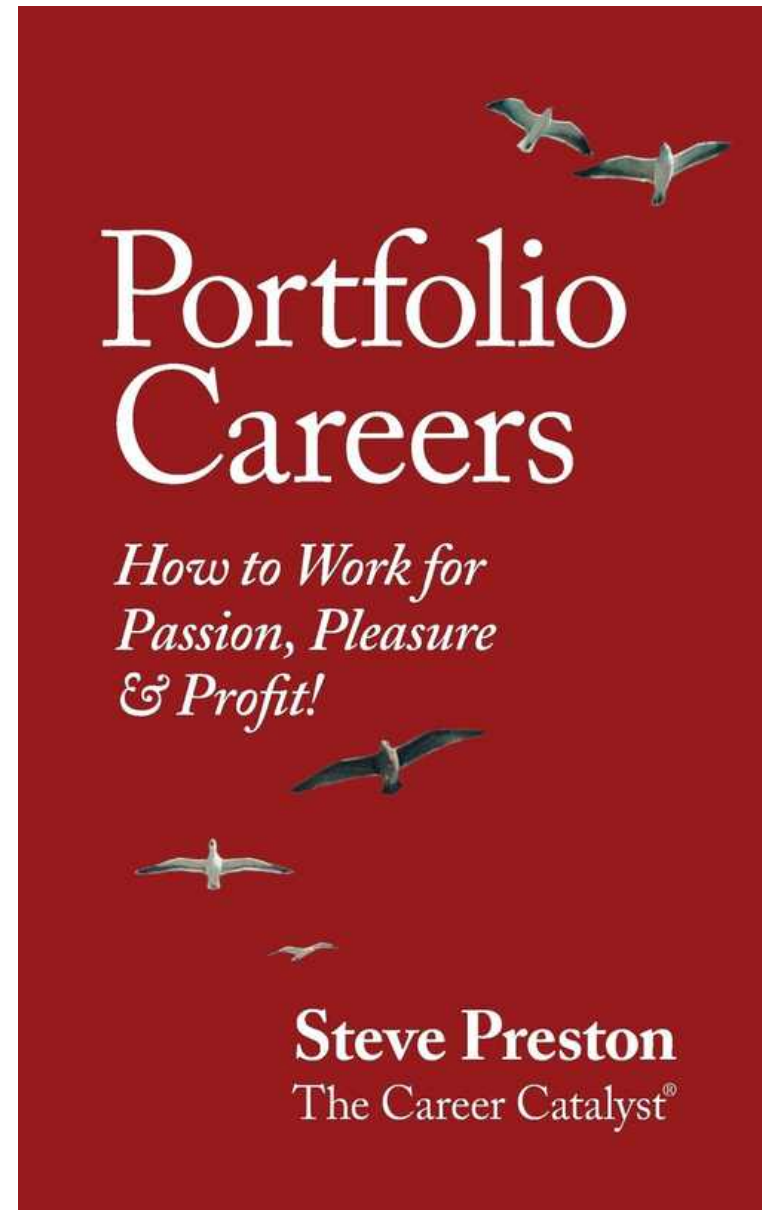
WHAT IS THE OPPORTUNITY?

How to not end up starving to death in a situation with so much choice? You can take 'bias towards action' approach to avoid the analysis paralysis and start learning what is right for you by doing. Instead of feeling overwhelmed by all the options and lifestyles, you can run a few 'lean experiments', trying out a lighter version of each lifestyle before you go all in. Wondering if a life of a surfer instructor on a tropical island in South East Asia is for you? Why not take a month of and go try it out?

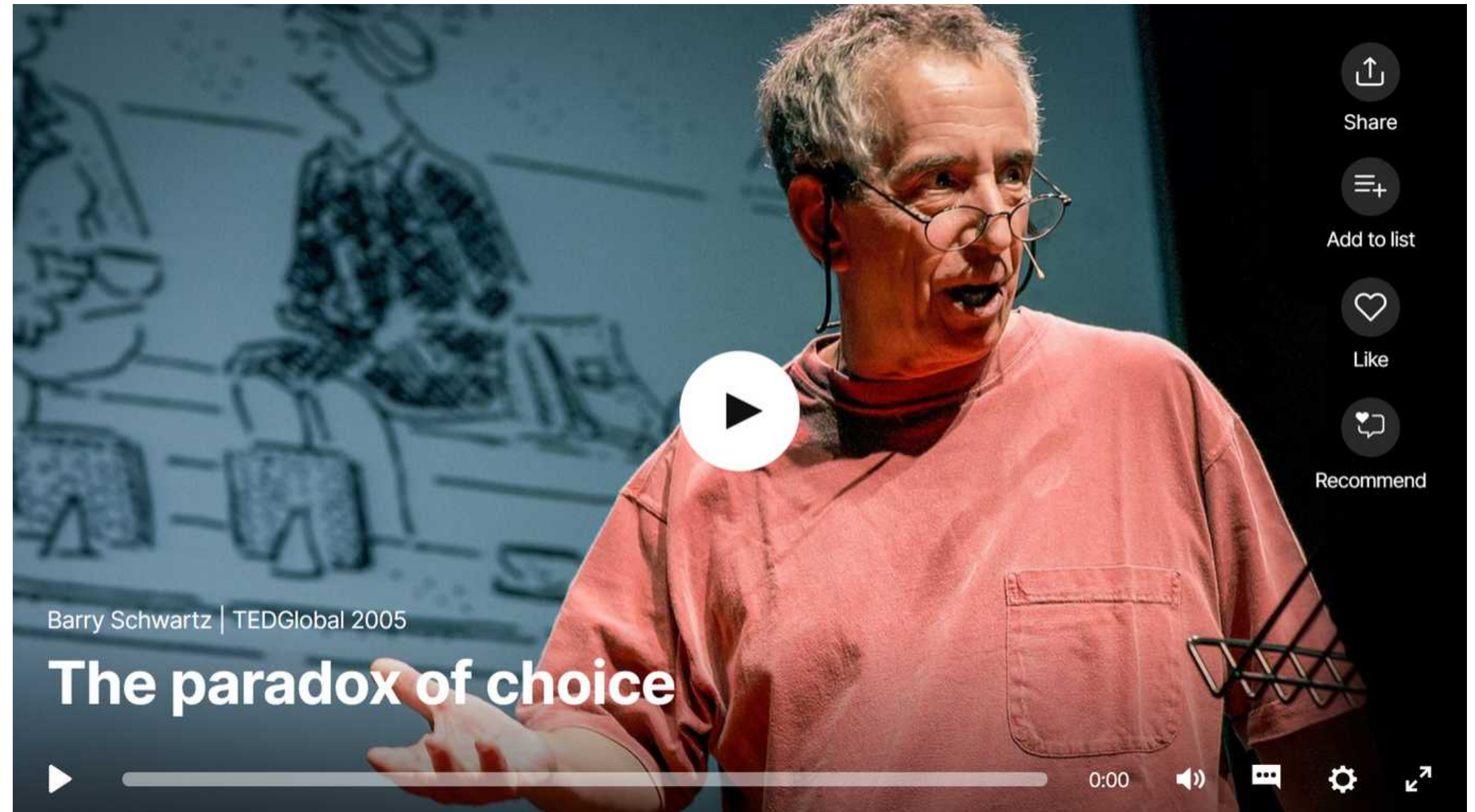
With the increasing life longevity, you can live most of your dream lives! You can take a staged approach and approach each dream life in phases – spending your 20s in a corporate career, 30s as an entrepreneur, 40s as a professor and so on. Or combine a few options at once, building a so-called portfolio career. In the world with such an abundance of choice, it is the best time to figure out who YOU really are and what YOU really want and make up your own rules



I'D LIKE TO KNOW MORE...



READ THIS **BOOK**:
PORTFOLIO CAREERS: HOW TO
WORK FOR PASSION, PLEASURE
& PROFIT!

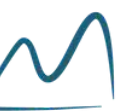


WATCH THIS **TED TALK**:
THE PARADOX OF CHOICE



05

GET OUT OF THE BURNOUT

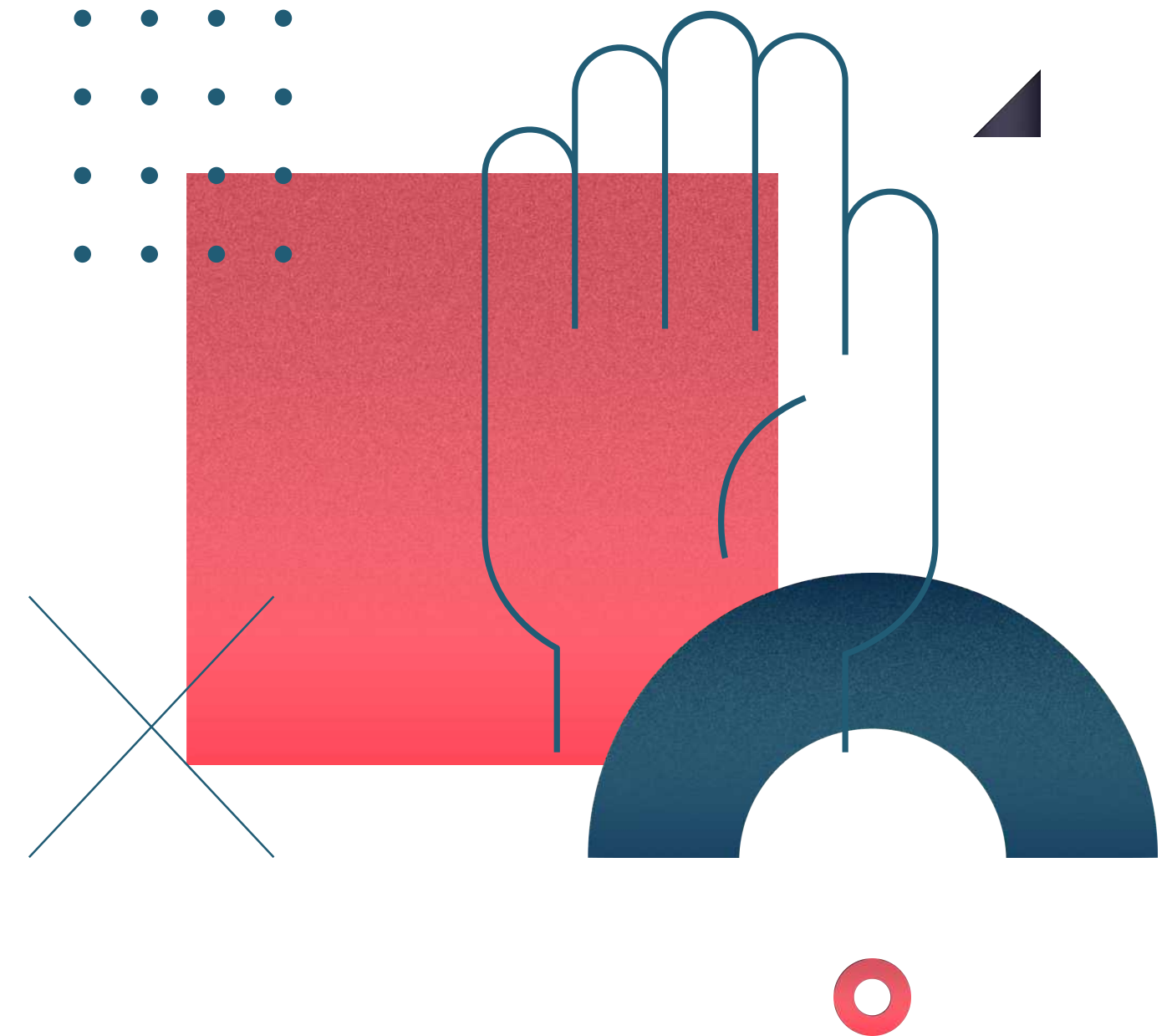


05 GET OUT OF THE BURNOUT

We are burning out.

The key notion of capitalism is – work more, to produce more, to consume more to work more and so on. We are exhausting not only our planet's resources, but our own. Fierce competition forced people to work and perform at 120% capacity. We are under a constant pressure to be on fire all the time, both personally and professionally.

We are a generation of insecure overachievers gradually driving ourselves to chronic stress, anxiety, and sleep disorders. At the same time, a growing amount of people are coming to a realisation that we must slow the f*** down. With growing focus on wellbeing, many are confronting the impact of such a lifestyle and starting to seek the way out of the 'rat race' to restore emotional, mental, and physical balance.



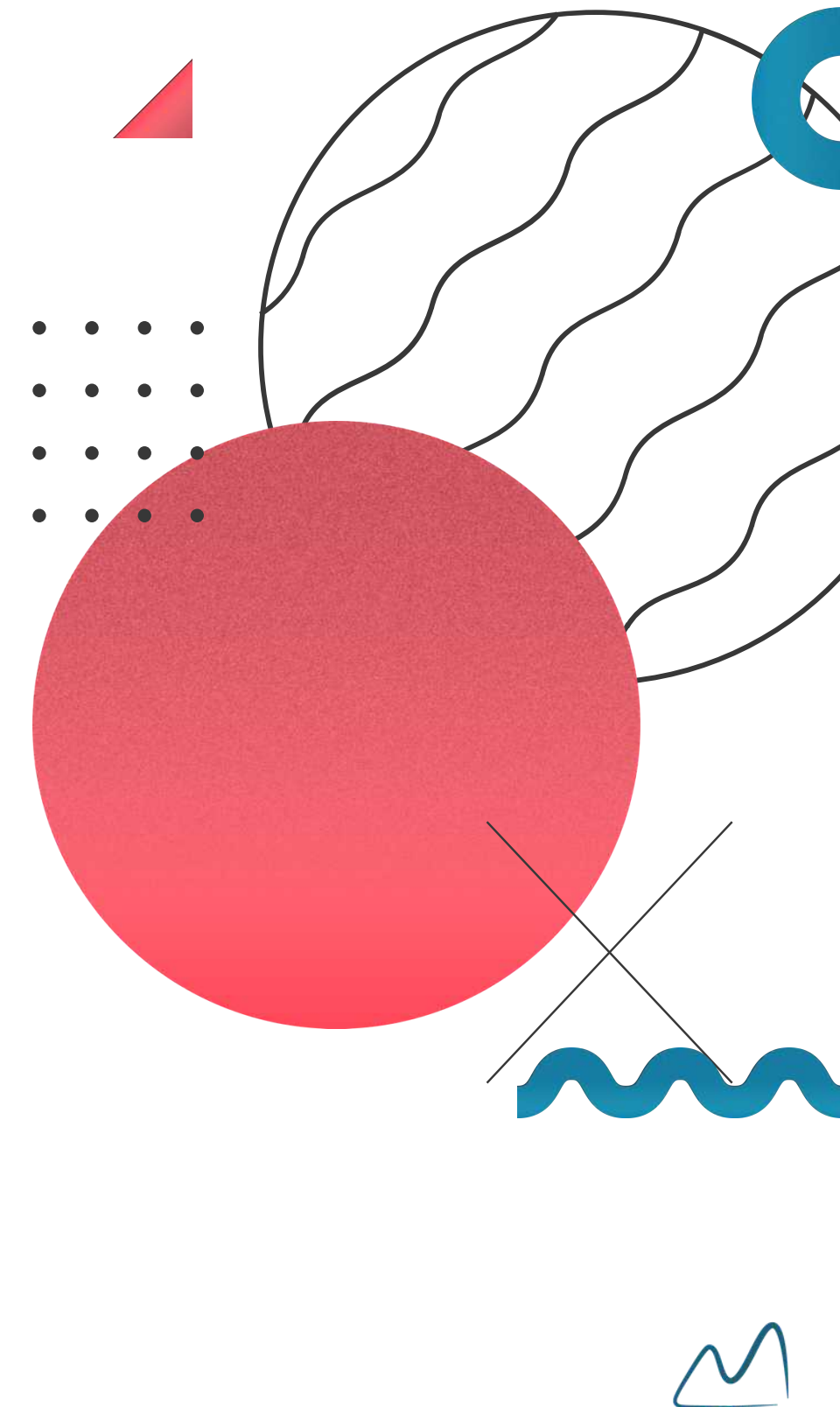
WHAT DOES IT MEAN?

It is the perfect time to slow the f*** down. We must leave the culture of busyness and productivity behind and focus on what really matters. Finding the balance between being a success at everything we do and just being. Functioning well as human beings, nurturing our hearts, minds, and souls, moving our bodies, connecting with our tribe, not solely focusing on constant achievement, making growth purposeful and sustainable.

WHAT IS THE OPPORTUNITY?

As the world realises the need to slow down, it is a great time to take a step back and reassess the metrics of success. Take a closer look at what are your real priorities in life. Is how you live your life indeed in line with your values? Are you attending to the needs of your body, mind, and soul? Can you be enough without being, having, doing more?

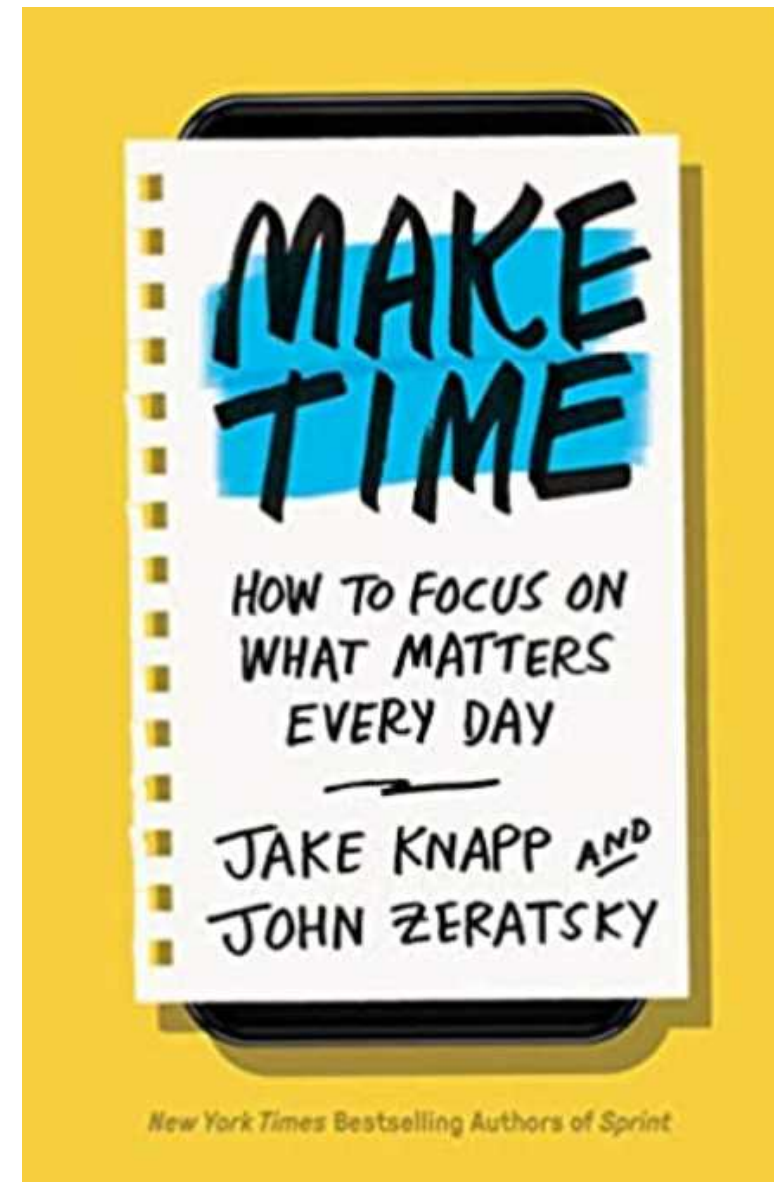
From the work perspective, more and more companies are recognizing that happier employees are more productive and creative and start offering greater levels of flexibility to attract, retain, and engage talent. Could you take the lead in your organisation to push for a more balanced work environment and success metrics? Or maybe you would like to start or join a business to help the world slow down and recover? Can you lead the change in helping people re-store balance and improve mental health and quality of life? There has never been better time to realise your desire to help others.



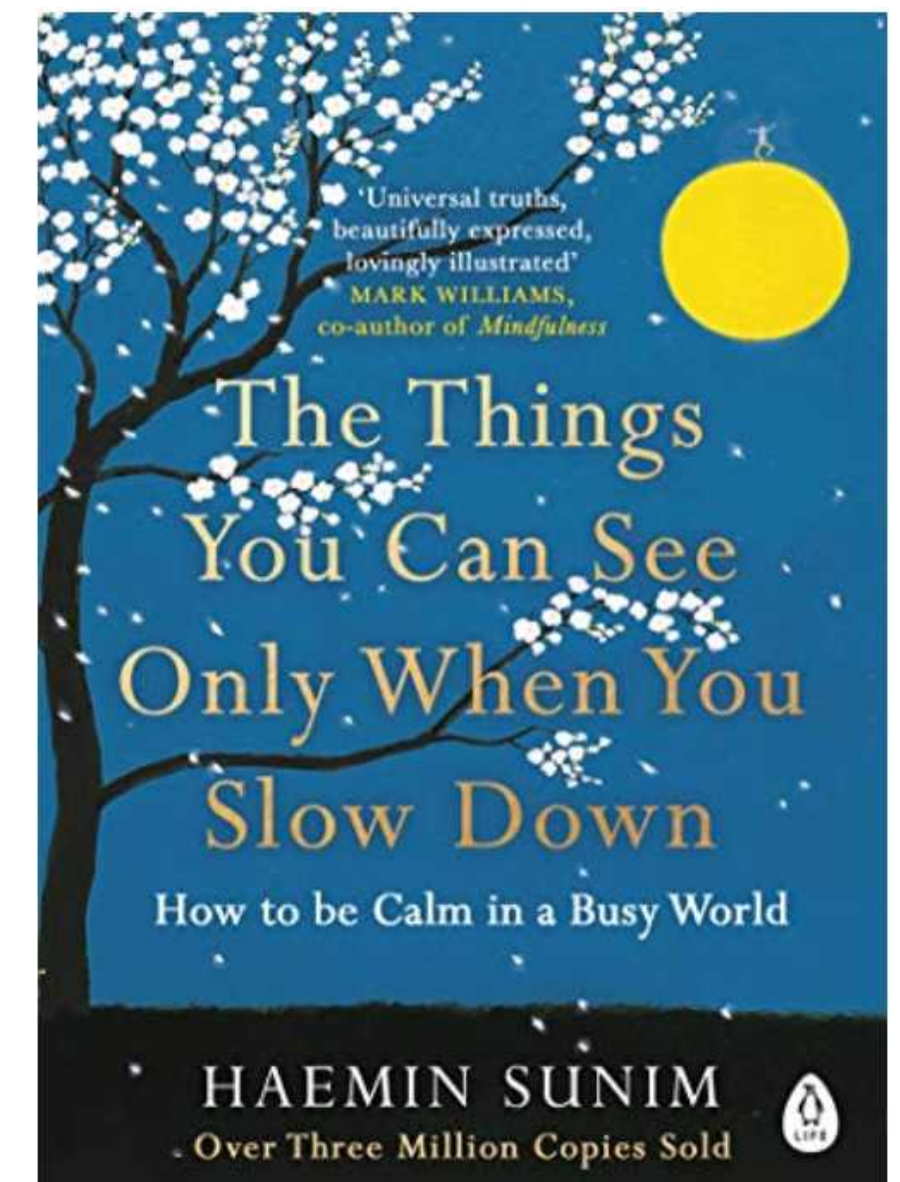
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THE BURNOUT



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MAKE TIME: HOW TO FOCUS ON
WHAT MATTERS EVERY DAY



READ THIS **BOOK**:
THE THINGS YOU CAN SEE ONLY
WHEN YOU SLOW DOWN: HOW TO
BE CALM IN A BUSY WORLD

06

LIVING WITH LESS



06 LIVING WITH LESS

We don't need that much stuff.

Rapid economic growth and sudden abundance of material goods made us turn into consumption junkies, fuelling the mindless obsession with growth in production. We are starting to reach the point of satiation and re-assessing how much of stuff we need in our lives. This is further reinforced with the climate change and the urgency to act in that regard. We are forced to get greener and more mindful in the way we live and consume.

Millennials and Gen Z's are rapidly embracing the new models of sharing economy. What you own no longer defines you. Possessions are no longer a symbol of status. We rent flats, cars, vacation houses. We co-work, co-habit, share car rides and even pets. Growing popularity of minimalism and decluttering are early signs that we are stripping down the unnecessary and moving back to basics, to what really matters. Having nearly exhausted our planet's resources, we are re-considering how, how much and what we buy.



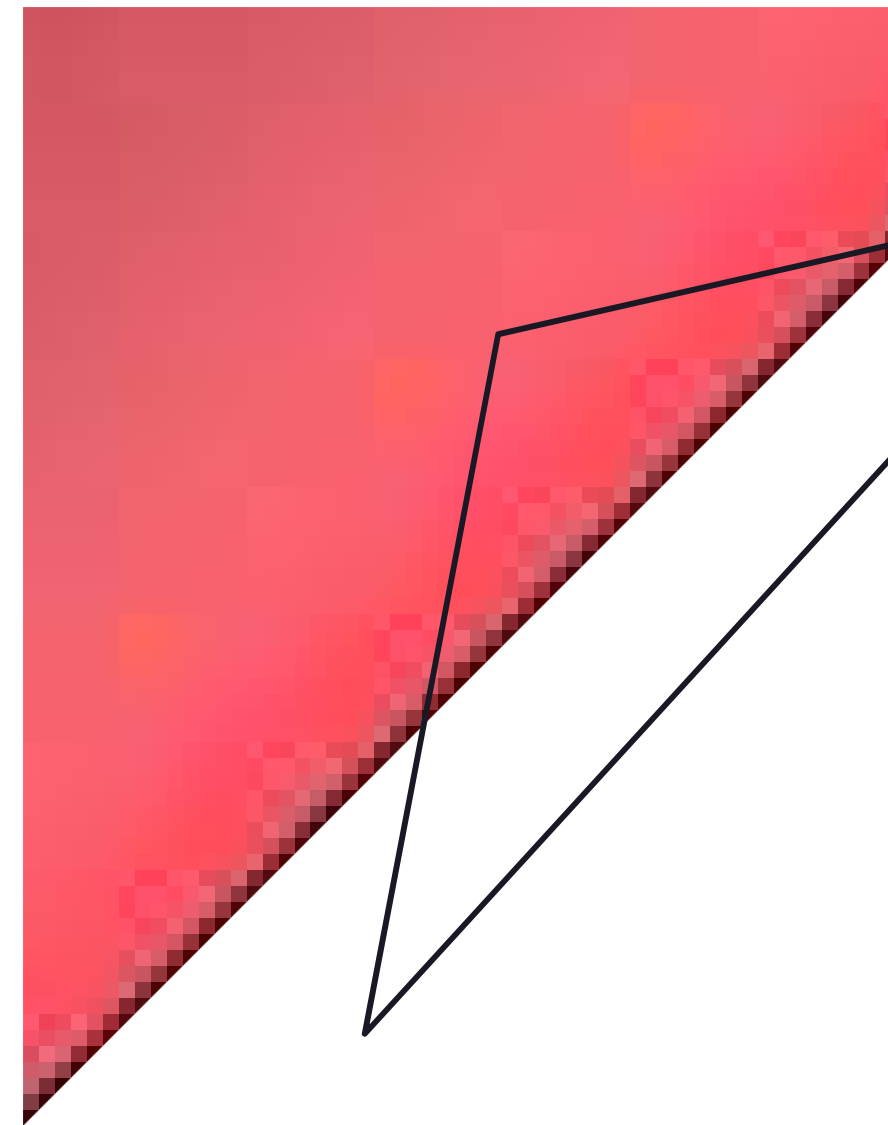
WHAT DOES IT MEAN?

Trying out different lifestyles and models have never been easier. You can easily pilot your dream life without having to go all in. Wondering if living in the country instead of a large city might be for you? Why not put your city apartment on Airbnb for the summer and rent a country house instead?

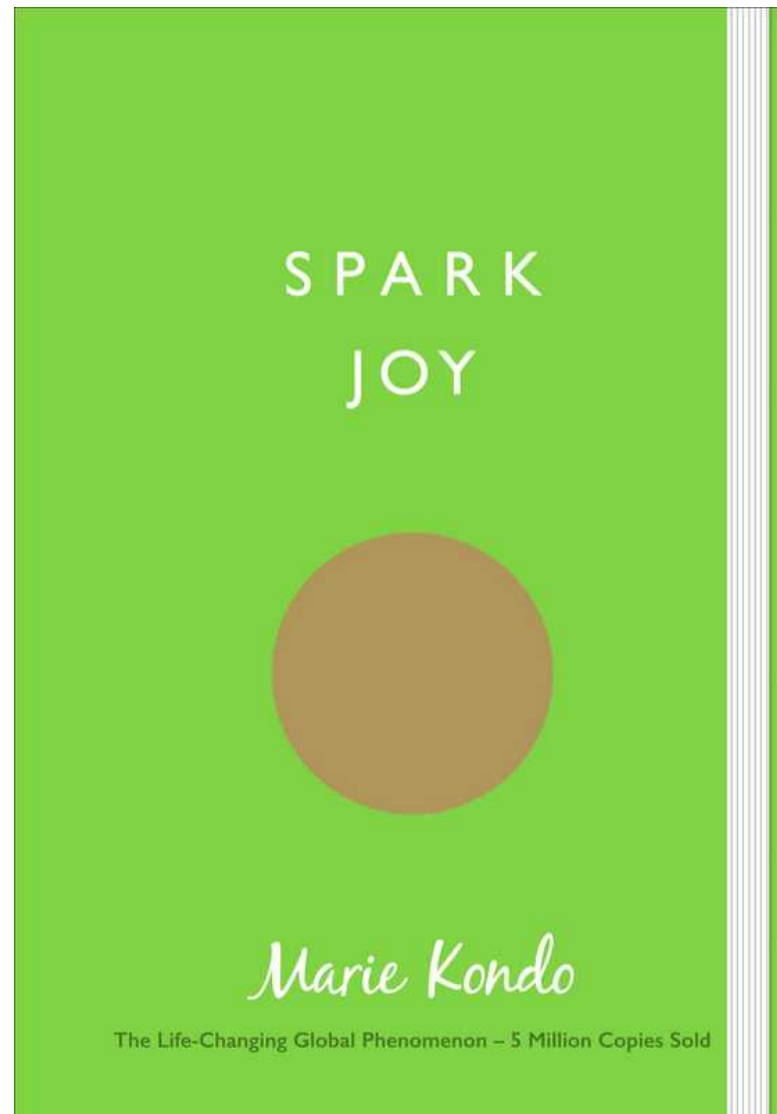
At the same time, waning social pressure to own stuff as a symbol of status, means don't need as much money to buy all those things you don't need. The less stuff you own, the less you need to worry about when changing where you live and how you live. Living with less means being a lot nimbler. Having less possessions opens doors to living a more diverse life.

WHAT IS THE OPPORTUNITY?

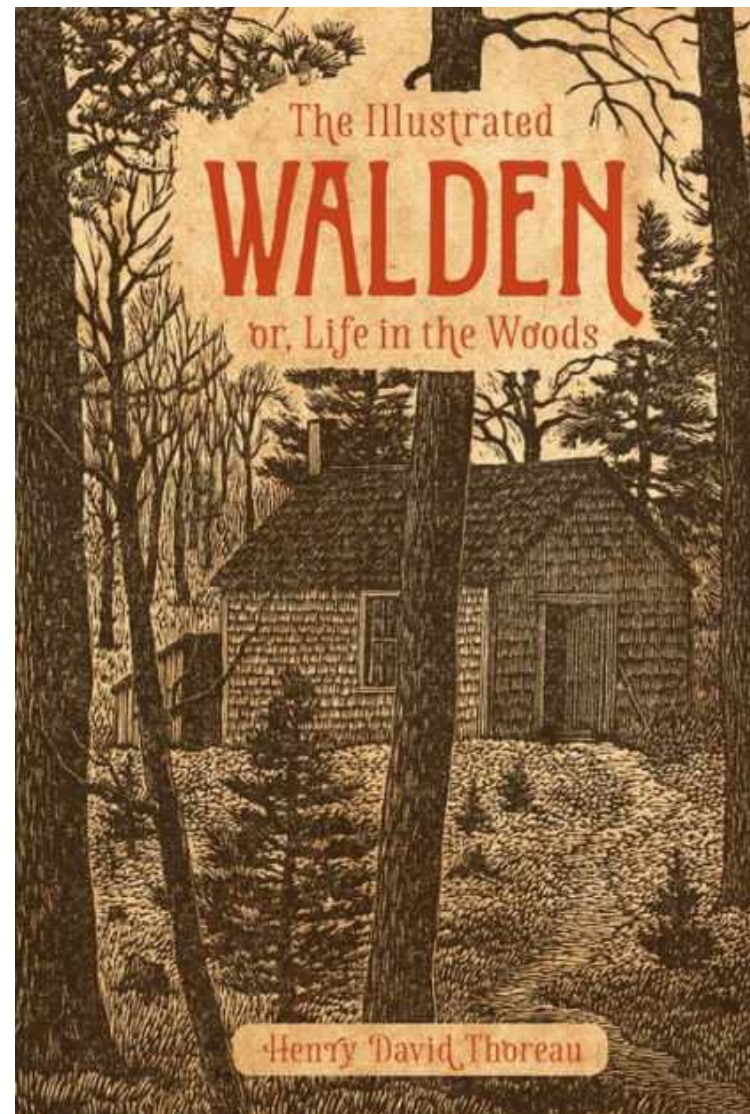
Embrace the simplicity. Owning less will do good for the world and help to get out of the infinite growth cycle, propelled by the capitalism. Nurture contentment with less and blaze the trail with lightness. Use living with less stuff as the opportunity to do more of what truly matter– connect with yourself, your tribe and the nature.



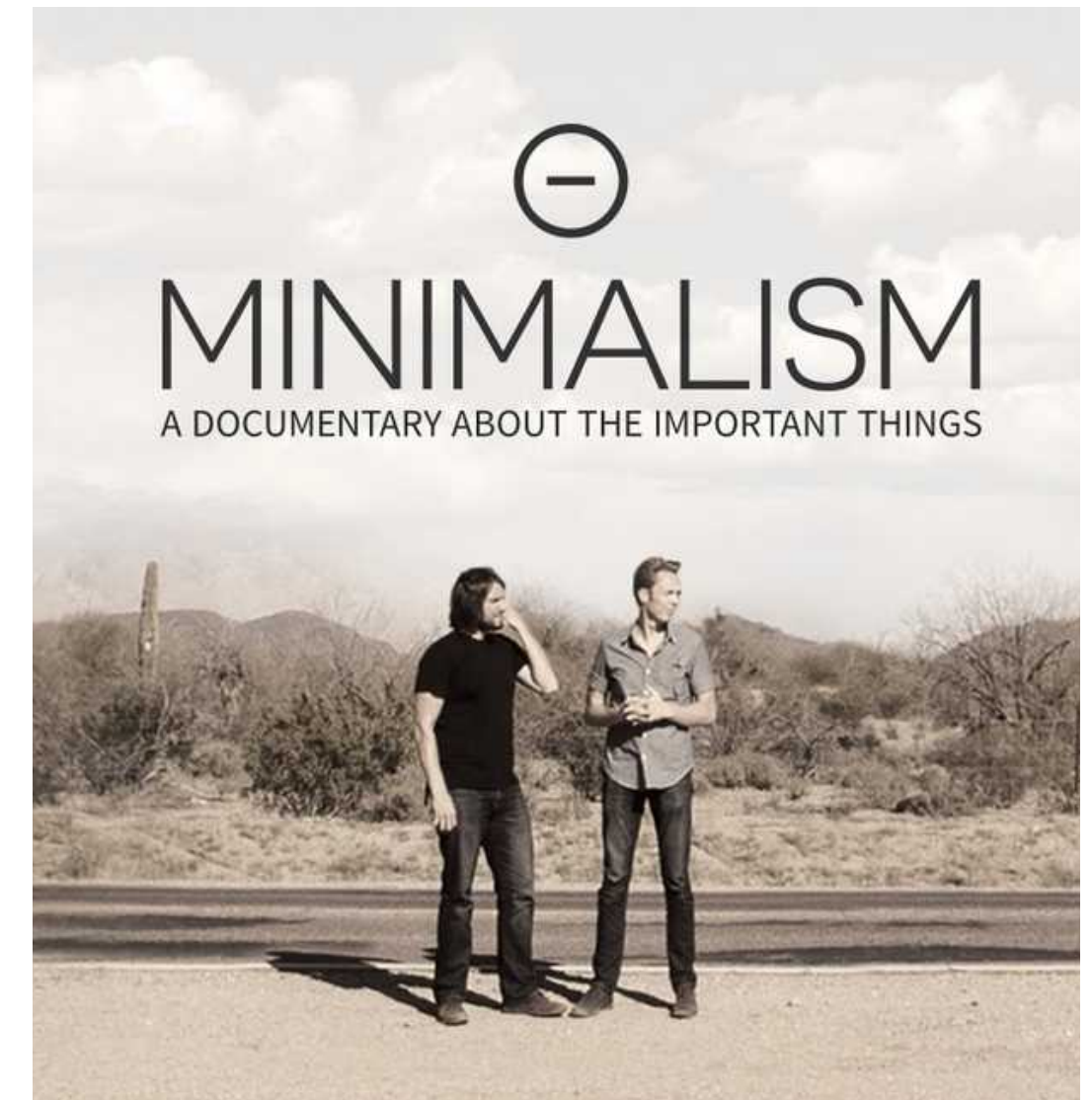
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READ THIS **BOOK**:
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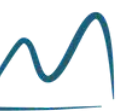


WATCH THIS **DOCUMENTARY**:
MINIMALISM: A DOCUMENTARY
ABOUT THE IMPORTANT THINGS



07

BIGGER THAN US

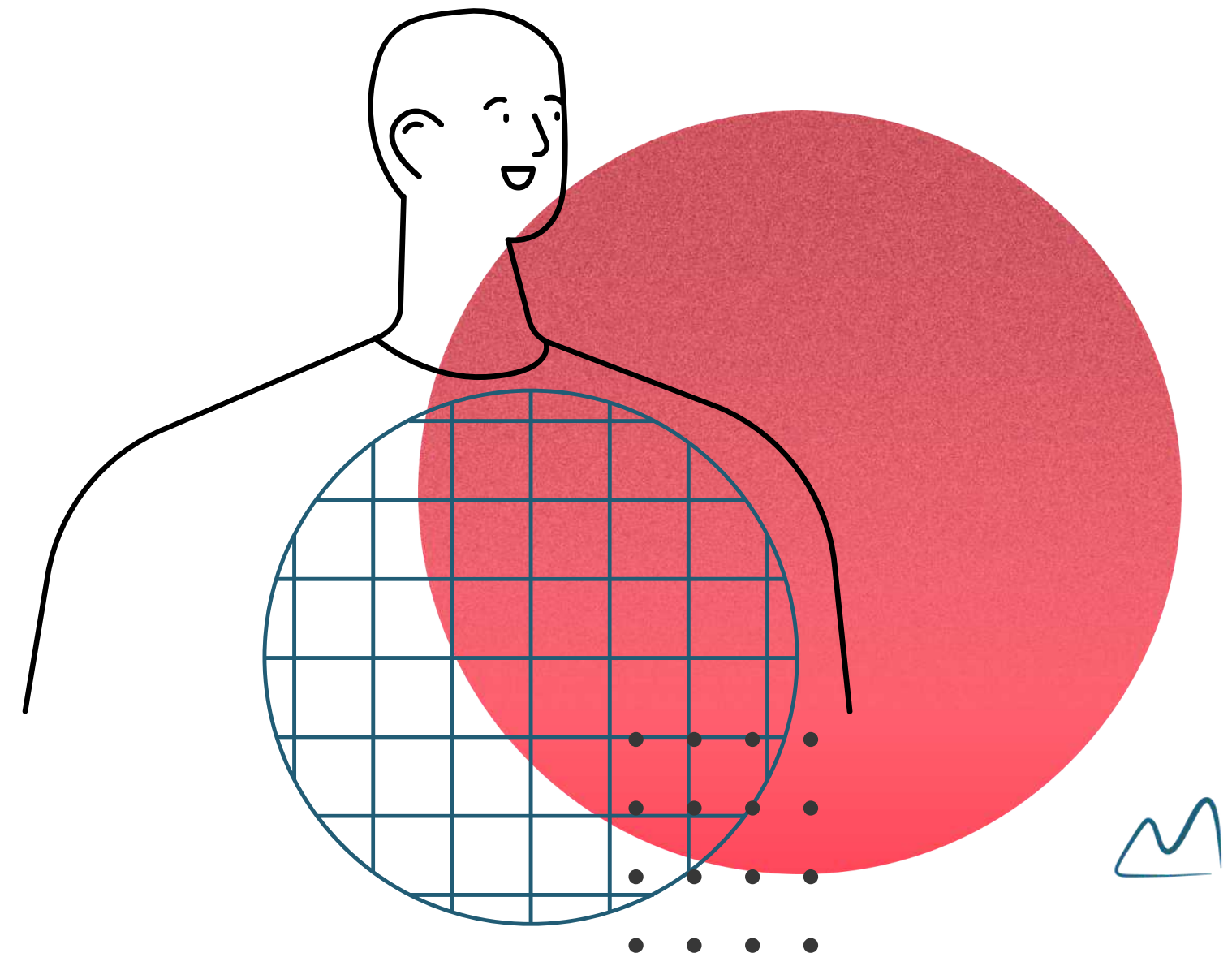


07 BIGGER THAN US

We need a purpose that is bigger than us.

Moving all the way up to the top of the Maslow pyramid puts a lot of emphasis on our desire to be the best we can be and make the most of our lives. We are increasingly seeking a life purpose, something bigger than us to care about. Unlike our grandparents, who were mainly concerned with doing what they had to do the best they could, each one of us wants to change the world. We want to make an impact. It's not an option, it's a must.

We still want to buy and work, but we don't define ourselves by our possessions or our jobs. We are pursuing a greater meaning in our lives. We expect that from our employers too. 'Do what you love' is the unofficial mantra of the new generation.



WHAT DOES IT MEAN?

We define ourselves beyond what we own and consume, and increasingly less by what we do. We are increasingly defining ourselves by the impact we make in leaving our planet a better place.

Great news, the world needs that too. There are plenty of global and local challenges desperate for the new generation leaders and innovative solutions. Climate change, the rise of technology & AI, growing number of mental health issues, increasing life longevity, just to name a few. All those challenges need leaders, independent thinkers to shape solutions and drive the change.

WHAT IS THE OPPORTUNITY?

The notion that what you do for money should not bring you passion is obsolete. More and more people are proving it is possible to be successful and sustain a living doing what you love. In fact, when you do what you love, what is in synch with who you are and your values, you don't spend energy, you multiply it. The world needs new heroes. Could you be a new generation leader saving the world from the global warming, burnout epidemic or irresponsible use of the technology?



I'D LIKE TO KNOW MORE...



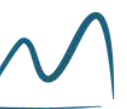
BROWSE THIS:
UN GLOBAL SHAPERS
COMMUNITY



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UN SUSTAINABLE
DEVELOPMENT GOALS



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WORLD ECONOMIC FORUM -
PLATFORMS





The best way to predict the future is to create it.

Abraham Lincoln



ARE YOU READY TO MAKE **YOUR RULES** AND LIVE **YOUR DREAM LIFE?**

Join our Life Strategy programme

Life Strategy programme is a carefully designed step-by-step methodology to help you learn who you really are, what you really want, what your dream life looks like and how to start living it.

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