LIFE AFTER COVID-19 PART 1
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PART 1:

The Great Separation
A TREND REPORT

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INTRODUCTION

A Letter from the Founder of Flux Trends:

Even before the outbreak of COVID-19 there was a feeling that 2020 would be a watershed year. There were too many undercurrents to ignore, too much chaos in the world – politically, economically environmentally and socially - not to mention the apocalyptic Australian bushfires and the horrifying plague of locusts sweeping across North Africa and the Middle East. It felt as if a tipping point would at last be reached. Winds of change for a new decade were anticipated.

2020 had long been heralded as a landmark year. Tech companies promised that this or that tech would be available or implemented this year, ditto political policies as well as business benchmarks for companies. However, disruptive undercurrents were also coming to a head. Flashing lights on the trend radar included the surge of climate change awareness, overtourism, the reassessment of fast fashion retail, murmurs of deglobalisation with the prospect of regionalism, and the slow but steady shift to flexibility in the workplace.

Unexpectedly, COVID-19 is not only highlighting but also fast-tracking all these issues.
So, what happens when the pandemic is finally under control?

As a vaccine will take at least a year to develop, there is little to be certain of right now. Collectively, governments and citizens are dealing with the impact of the biggest global event since WW2. As I write this, a third of the planet is under lockdown. When we emerge from our self- and government-mandated quarantine, the world will be a changed place from the one we left behind. Life AC (After Corona) will be different from the world BC (Before Corona).

That said, it is never too soon to start asking questions about what life could be like after this is all over. As such the Flux Trends team has put together this report, to help you and your business understand the probable and the possible ways the world will be different after COVID-19. We trust the questions we are posing here will be useful for you as you prepare and plan for your own future in these most uncertain times.”

~ Dion Chang
CONCLUSION

The Long-term Effect on Generation Z

“You never want a serious crisis to go to waste. And what I mean by that is an opportunity to do things that you think you could not do before.” ~ Rahm Emanuel, former US White House Chief of Staff

The coronavirus crisis is disrupting everything, everywhere. When that dust settles the world will be a very different place, with new innovations implemented, new supply chains and hopefully real purpose and empathy in business. Take this opportunity to review, restructure and reimagine your business model, or operating system. Ask yourself how your business will fit into this new world order, and then prepare yourself to do your part to rebuild the new world in the dust of the old.
Where do we go from here? More empathy, less greed, more respect. All I've got to say has already been said. You heard it from yourself. When you were lying in your bed and couldn't sleep. Thinking, "Couldn't we be doing things differently?" I'm listening to every little whisper in the distance, singing hymns. And I can, I can feel things changing.

~ Kate Tempest, People's Faces
If you are looking for professional assistance to translate the trends detailed in this report to actionable business strategy, we want to work with you. Flux Trends offers a Full Strategic Foresight Programme, which consists of 12 interactive half-day sessions and a written feedback report with strategic recommendations on how to create your business's future.

The Full Strategic Foresight Programme are designed to help you and your team to mitigate the biggest threats and take advantage of the highest potential opportunities arising from the latest trends impacting on your industry.

For more information on how our Full Strategic Foresights Programmes send an email to connected@fluxtrends.co.za.
For deeper insights and practical, tailored strategies for mastering the new work dynamics, visit www.fluxtrends.co.za to find out about our Trend Laboratories and Corporate Consultation services.