

ADVICE+ACTION

THiNC



THINC

IFA 10th Global Conference on Ageing

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ADVICE+ACTION

Future: A Matter of Perspective

1950



"Wellbee" says
BE WELL!



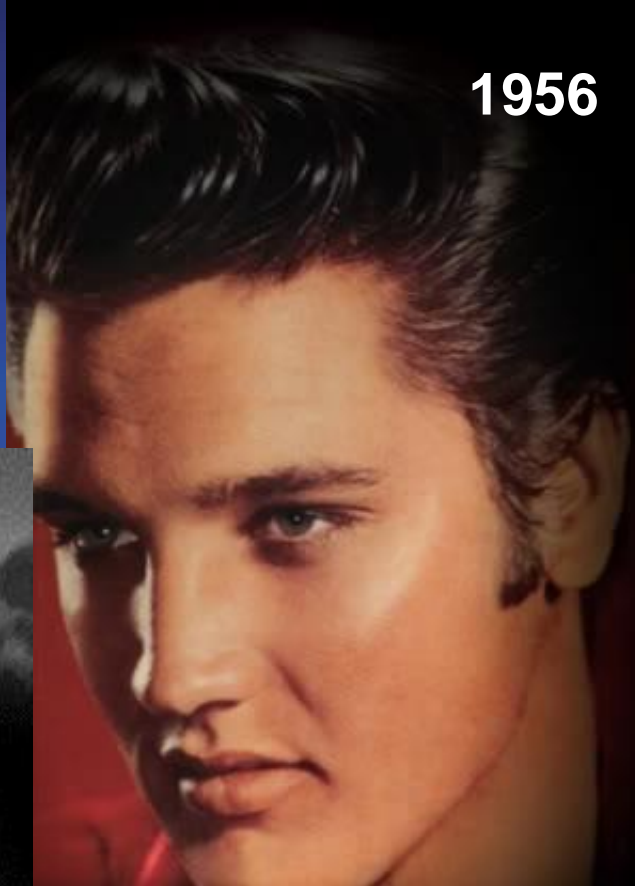
take
ORAL
POLIO
VACCINE

- tastes good*
- works fast*
- prevents polio*

1955



1956



1956



1955



1957

1960





1970





1980



1980

AIDS

1985

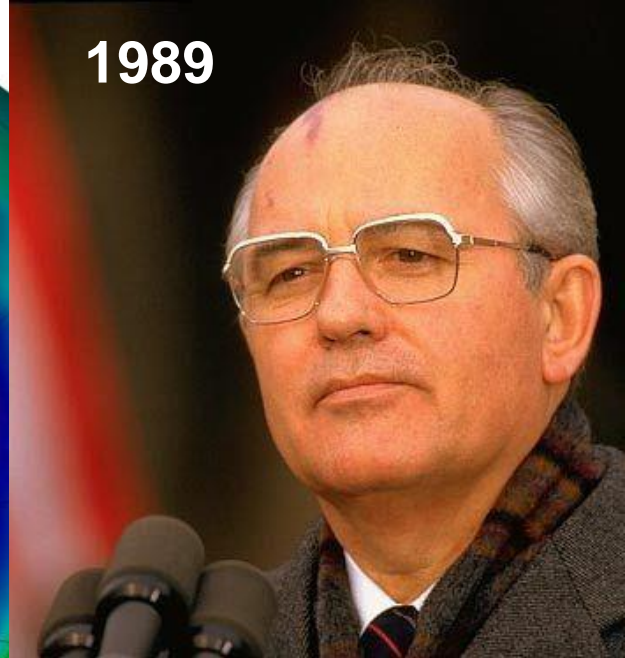
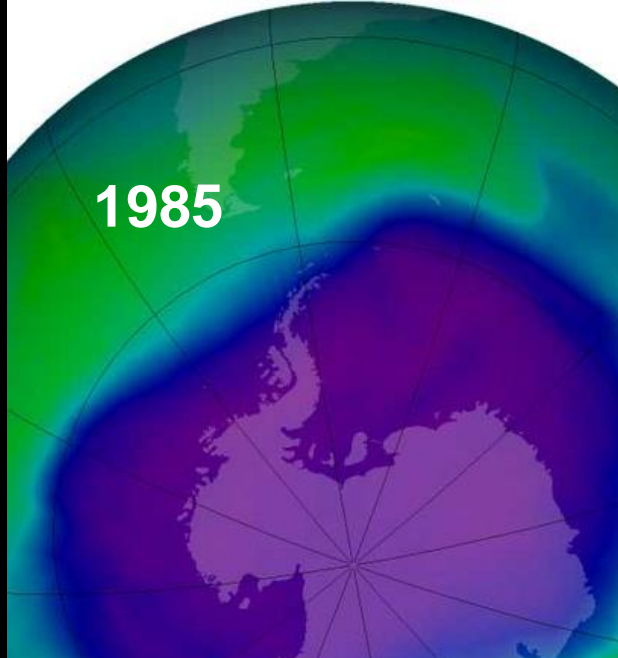
1989

1981

MTV

MUSIC TELEVISION®

1986



1990

BERLINER MAUER 1961 - 1989



1991



1996



1994



1997



2001



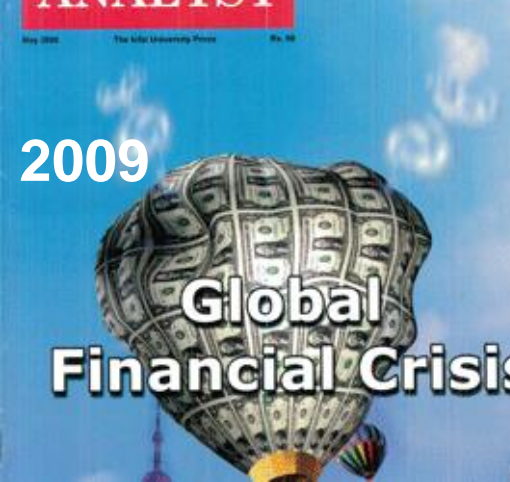
2002



2008



2009



CHANGE
WE CAN BELIEVE IN



2010

Future is NOT more of today.
'Status Quo' is NOT an option

2020?

**What might
the future
hold?**

Please note what would influence...

20

- Your brand
- Your license to operate
- Your clients
- Your ability to deliver
- The nature of projects

**The future is
already happening.
It is just unevenly
distributed.**

'Mega' Trends

1. **Climate change** (weather, disease, political unrest)
2. **Ecosystem degradation** (food chain disruption, pollution)
3. **Resource depletion** (energy, water, materials)
4. **Globalisation** (BRIC, speed, transparency)
5. **Liberalisation** (deinstitutionalising, anarchy, ethics)
6. **Increasing social disparity** (life expectancy and quality)
7. **Science and technology innovation** (2010, cures)
8. **Hyperimmunity** (new diseases, epidemics)
9. **Population growth/decrease** (economic pressures)
10. **Urbanisation** (migration, new cities, density pressures)
11. **Demographic shifts** (ageing, Gens, nomads, diversity)
12. **Societal shifts** (wellness, personalisation, mental health, eco-lifestyles, obesity, work/life convergence)

Changes that are...

- Numerous
- Highly disruptive
- Unprecedented
- Unpredictable
- Full of opportunity!
- We have more power than ever

**Organisational
survival and
prosperity are
harder than ever
before**

WHAT CAN YOU DO?



What is the problem?

Many organisations are under immediate, increasing and survival-threatening compliance, corporate governance and competitive pressures relating to emerging issues such as sustainability.

- Organisations that are caught out will cease to operate, or at the very least incur financial loss.
- Proactive businesses will have competitive advantage.

What do we do?

We provide strategic consulting services to enable future-proofing of organisations against emerging trends to deliver financial, social and environmental prosperity.

How do we do it?

By providing strategic advice and facilitating our Clients to arrive at the pivotal decisions about their future that enable such prosperity.

Thank you.

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