

THE : FUTURE : LABORATORY

Neo-collectivism



Strategic Worksheet

The shift from individualism to collectivism is challenging brands, particularly in the West, to prioritise community facilitation over corporate innovation.

Having witnessed what positive action can be achieved collectively in response to recent global events, the collaboration between people, private sector and public institutions is the blueprint for a new relationship between consumers and brands in the future.

Progressive businesses must rethink their role in a system where consumers are assembling their own autonomous communities. By decentralising profits and enabling participation in the operations and mission, brands will blur the boundaries between collective and company, and prioritise community needs over financial growth.

This strategic worksheet is to help you apply this macrotrend to your business.

Prioritisation

Consider the following:

Which human need is most relevant to your brand/business?

- Attainment
- Belonging
- Curiosity
- Identity
- Purpose
- Security
- Fulfilment

Which driver will have the most impact on your brand/business?

- Urban Mindset
- Dislocated World
- Accelerating Technologies
- Evolving Demographics
- Climate Change & Resource Scarcity
- Global vs Local

Select two insights that feel most relevant to your brand/business:

Which foresight scenario is your company least prepared for?



Influence

Consider the following:

How will this trend affect how you fulfil that need?

What impact could these drivers have on the business?

How do these insights align with your brand’s trajectory?

How could you apply these insights to your business?

What is most surprising about this foresight scenario?



Consider how this macrotrend could affect the following pillars of your brand:



01 Culture

What cultural conversations are emerging and who are the tastemakers?

.....

.....

.....

How do we add value to culture?

.....

.....

.....

What will our consumers pay more for in the future?

.....

.....

.....

02 Category

What’s our greatest opportunity?

.....

.....

.....

How is the competition evolving?

.....

.....

.....

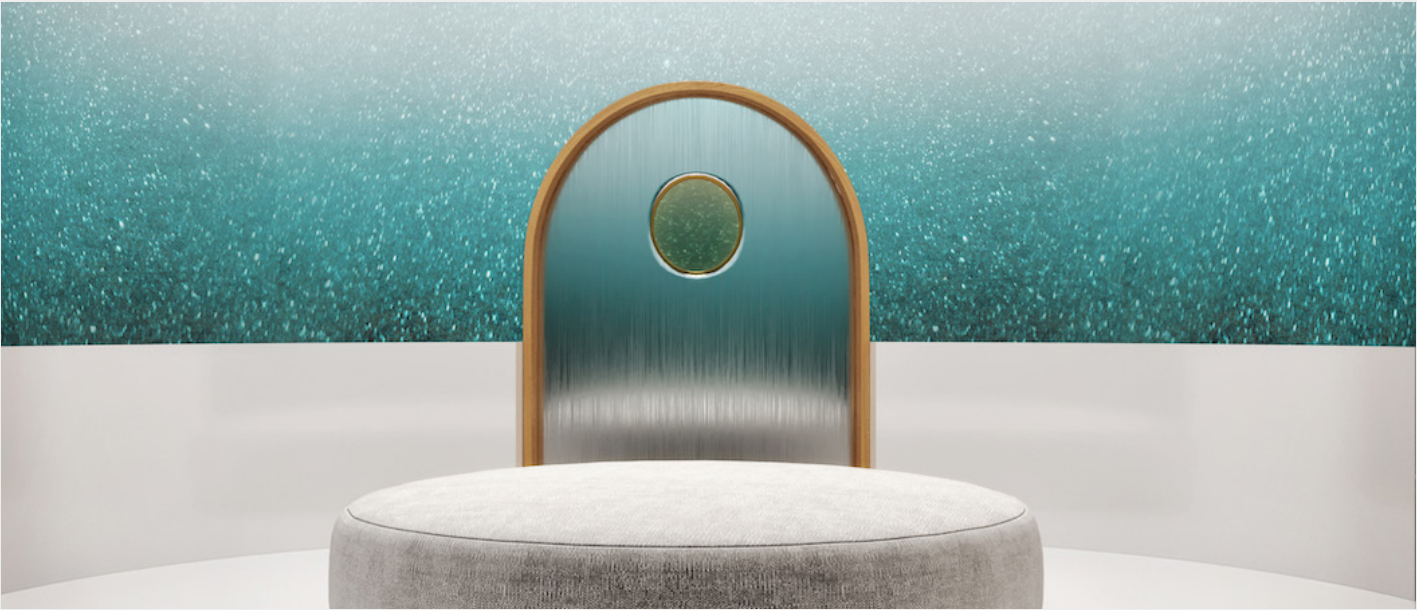
How can we differentiate?

.....

.....

.....

Consider how this macrotrend could affect the following pillars of your brand:



03 Consumer

What’s our greatest opportunity?

.....

.....

.....

How is the competition evolving?

.....

.....

.....

How can we differentiate?

.....

.....

.....

04 Business

What are our biggest challenges?

.....

.....

.....

What part of the value chain will add the most and least value?

.....

.....

.....

What are the strengths of the brand in this future?

.....

.....

.....

Planning

YEAR 1

Over the next 12 months, how will this
macrotrend affect your team?

YEAR 2

In three years, how will this macrotrend change the brand?

YEAR 3

In five years, how will this macrotrend change the business?

Thought Starters

Consider the following:

Consumer: Swap consumption for coordinations

With the rise of people-powered networks and wealth squads, people are motivated by the benefits of collaborating and being part of a self-sufficient community. How do the ways in which you show up as a brand – whether that’s your store, marketing strategy, product or service – actively benefit and bring value to the broader community and culture?

[illegible]

Culture: Advocate for community agendas

Collectivism has historically been integral to many global societies such as Indonesia and China, but the emergence of Web3 and new technology is changing the way in which it is assembled. How can your brand's marketing and messaging account for the cultural nuances of collectivism, and amplify an individual community's agenda rather than appropriating or pushing your own motives?

[illegible]

Business: Promote civic collectivism

In this emerging future, the brands to which consumers collectively direct their spending will be expected to participate in positive societal progress. Rather than establishing values as an organisation, consider the values of the community who make up your business. What role can you play in driving collective progress and leaving society in a better state than you found it?

Our Strategists can advise how to embed these trends into your organisation

FIND OUT HOW