

**CULTURE  
OF FUTURE**

**JODY TURNER, FUTURIST,  
SPEAKER, AND INSIGHT AUTHOR**

# Glimpse

Understanding the future marketplace

Executive Summary



## EXECUTIVE SUMMARY

# Glimpse: Understanding the Future Marketplace

Glimpse is a 72-page trend intelligence report presenting future marketplace insights with compelling visuals, case study examples, and generational narratives.

Glimpse is a powerful report that helps companies and brands understand what is coming AND how to begin tracking for yourself the trends emerging around us each and every day. Glimpse is designed to feed the innovation process whether in ideation, innovating new products, business future strategy or in developing insightful and relevant branding for digital, experiential or service design.

Glimpse, Understanding the Future Marketplace focuses on emergent generational and societal shifts, sharing how brands can respond, and learn how to respond, to these changes. This helps brands secure ongoing relevance.

## TRENDS IN THE WORLD TODAY

Glimpse presents the insights of futurist Jody Turner. From 20 years working with Apple, Adidas, L'Oréal, BMW, IDEO and Nike Foundation Africa, Turner knows that each project must begin with an understanding of the world. Understanding the global context teaches us what each person is facing with the world today and sets the emotional groundwork for every project. From this global context, Glimpse shares insights into how our minds have changed, how society has shifted in response, and where it is going through the eyes of generational and cultural evolution.

We are in a time of transformation. Glimpse gives companies the tools to engage with this transformation constructively, finding optimal future effectiveness.

The following 8 trends set the groundwork while the behavioral charts track how we have changed. The 7 visual communication trends along with the generational narratives teach us how to engage and remain relevant.

## **GLOBAL MEGA-TRENDS THAT SHAPE THE WORLD**

Beginning with eight important mega-trends that inform the world today, we see that disruptors are everywhere. Glimpse gives insights into these mega-trends, revealing how these trends are vital for brands in practice today.

1. Reinvention
2. Non-Linear
3. Crowd-Shared Revolution
4. Being Human
5. Data Disruption
6. Human +
7. A New Visual-Verbal Culture
8. Human Speak

## **COLLECTIVE MIND SHIFT**

Society has moved from an industrial model to social model. In the past, institutions and businesses were the defining forces in society and material acquisitions were a source of meaning. Today, individuals find meaning by aligning their work and possessions with their personal belief-set, and have a more creative, visual, and co-creative mindset. The future will be “integral-integrative.”

## **CLAIMING RELEVANCE BY BEING A TRANSFORMATIONAL BRAND**

Relevant brands innovate from their core mission statement to drive forward compelling products, services, and experiences. We examine case studies from JET8 community app, Chen Man's view on China's transformation, Ecoalf and the reinvention of manufacturing, Uniti Earth's startup vision for the auto industry, Unilever's new take on R&D, and Marcel Wanders Studio's approach to 360-degree design.

## **UNDERSTANDING GENERATIONAL DIFFERENCES: HOW GEN Y AND GEN Z ARE DIFFERENT FROM PREVIOUS GENERATIONS**

Our traditional understanding of generational separation is breaking down. Gen Y, Z, and Alpha are the first sibling generations; they are more defined by ethnographic and psychographic differences than generational ones. We examine the history of generational change to see how this came to pass – and how brands can use it to shape their future.

## **THE NEW VISUAL LANGUAGE CULTURE AND HUMAN TO MACHINE CONVERSATIONS**

We now live in a world of information bombardment, where bold and succinct visual statements stand out from the crowd. We identify and examine seven communication trends that brands can implement now to embrace the new visual culture:

1. Succinct Video Knowledge
2. Authenticity through Photo Statements
3. Innovative Faux-Motion

4. Compelling Craft + Tech Effects
5. Abbreviated Symbolic Articulation
6. Broad Permissive Color Authority
7. To the Point Narrative

## **GEN Z IS THE FUTURE**

Gen Z is predicted to have more buying power than the Boomer generation before it – but their focus is different. We examine this shift and how brands can achieve relevance with the digitally native Gen Z.

Gen Z will be tasked with solving problems previous generations have left them and will find solutions we cannot fully imagine using emerging technologies. The key to communicating with Gen Z is to build their trust and invite their involvement and help build their skill and acumen. We look at ways to communicate, involve and honor the conversation across multiple channels. Ultimately we present how Gen Z is influencing today and why it is important to engage. We also lead the conversation to the future, and Generation Alpha, who will drive the future in very different directions than we have understood...until now.

# **An Ongoing Conversation**

With each purchase of Glimpse you receive an hour phone or video conversation that can be used to help apply this tool for your brands or specific project use.

**To purchase Glimpse, please visit:**

<https://gumroad.com/1/glimpse>

**For more information, contact:**

[JodyTurner@CultureOfFuture.com](mailto:JodyTurner@CultureOfFuture.com)