New lifestyle trends are shaping the society of 2030

Key attributes of the future society

We found that the gap between recognition and readiness is glaring. The need to transform is urgent. And the cost of inaction will be high.

| Percentage of respondents who selected “to a very large extent” or “to a large extent” on a five-point scale |
| Greater focus on human ingenuity | 73% |
| Greater focus on improving our environment | 68% |
| Greater focus on leveraging technology to make society smarter | 66% |
| Increased focus on collective well-being | 59% |

On the other end of the spectrum are Forerunners—162 companies or 11% of our data set—that are taking bold steps to embrace the society of the future.

Ignoring the call of tomorrow is not an option. While most companies see the break between old and new ways of working, they need to flex further to build a smart and safe society for the future.

Forerunners are hiring new types of leaders, such as Chief AI Ethics Officer, Chief Trust Officer and Chief Empathy Officer. And, investing early in STEM x HESS skills.

- #1 Target versatile talent
- #2 Create sustainable solutions
- #3 Invest in human care
- #4 Use tech responsibly


According to 1,500 senior executives in 10 industries across 12 countries.