



Fjord Trends 2022

COME AS YOU ARE

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I'm here to share our Fjord Trends for 2022 and how they'll impact society, culture and business over the coming year.

In 2022, we've seen five human behaviours knit together a new fabric of life.

One of the most important relationships we have is with ourselves. Many people are now asking, Who am I? What do I really value? And are finding a new confidence to show up as their authentic selves in the answers. The rise of the "me over we" mentality, side hustles and kitchen table start-ups, are challenging organisations to help their people understand the value of being part of the collective.

So, what's happening across Australia and New Zealand? We see two identifiable sub trends evolving here: a retail investing boom and the rise of new work patterns. Notably the four-day work week. People are seeking new ways to supplement their income and reduce the need to rely on work, primarily enabled by the accessibility of digital platforms in securities, cryptocurrencies and NFTs. This trend is introspective. Personal priorities and how work fulfils them are changing.

The new fabric of life enables profound change. Now is the time to closely consider the choices we make next and how they might impact our world, its structure, and our relationships with colleagues, brands, society, places and with those we care about most.

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