First, the scarcity of goods will and is affecting customers’ morale and brand owners have to be prepared to manage in real time their expectations around convenience and sustainability. Secondly, the issues have slammed the brakes on this default setting of abundance thinking. And that potentially opens a window to re-frame consumerism. And we might find that the behavior change has been forced upon us, catalyzes new habits.

So, what comes next? Well, first of all, we see an urgent need for within the enterprise, the coming together of marketing and customer service and supply chain to protect and support brand reputation and manage customer expectations. Afterward, if they didn’t get what they want, they go on social media and let you know pretty quickly add everyone else too. Secondly, the same people, customers are thinking hard about sustainability now. They tried to provide what they and their family need in the short-term. But they’re also holding that as a tension with the degree of anxiety about the planet.

So now is a great time to innovate for a more sustainable future. Combining that with the best value proposition for customers. For the enterprise, we have to decouple innovation from the word “new”. New is how we’ve always thought about innovation, but just go out, make new stuff. But for sustainable behaviors to stick, we have to start working with constraints and brands will have to think differently and look at ways to incorporate circularity and regeneration into their supply chains.
One of the outcomes of COP 26 was an acknowledgment by many that sustainability is about nature as much as it's about carbon emission reduction. The nature-positive movement is going to become much louder in the coming few years. And that's going to increase the pressure on businesses to do more than just mitigate negative carbon impact. According to the future of nature and business report, a nature positive economy could unlock 10 trillion dollars worth of business opportunities by transforming the three economic systems that together responsible for almost 80% of nature loss. That’s food, infrastructure and energy.

So, as we question the role of abundance thinking in business, less doesn't have to mean loss. It can mean better. To do that, rethinking this default abundant setting in our heads will be an important first step. Then having recognize the interconnectedness of everything. The second is to start collaborating with others, an ecosystem to tackle climate change, which is our most pressing challenge.