The Rise of Forerunners

Get ready for the society of the future

New lifestyle trends are shaping the society of 2030







Key attributes of the future society

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



Greater focus on improving our environment



Greater focus on **leveraging** technology to make society smarter



Increased focus on collective well-being

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.









of senior executives expect new lifestyles within 5 years

of them are still not aligning growth strategies to the future, implying that



companies face the threat of being left behind

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.



Forerunners (162 companies)

Four ways to thrive in the future











of jobs expected to be fully automated

of jobs expected to be Al-augmented

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.



#2 Create sustainable solutions

In the next 5 years



Forerunners plan to

disease detection and personal

well-being services

invest in early

companies will prioritize building a sustainable business

As environmental concerns take centerstage, Forerunners are going back to the drawing board and infusing sustainability into the core of how they design, create and go to market. Specifically, by building and investing in sustainable infrastructure.



#3 **Invest** in human care

Companies across industries are looking for ways to offer healthy choices to customers. Forerunners are going a step further by using advanced technology to invest in prevention and overall well-being.



of them, vs



of other companies, are considering new business models to serve individual well-being needs.





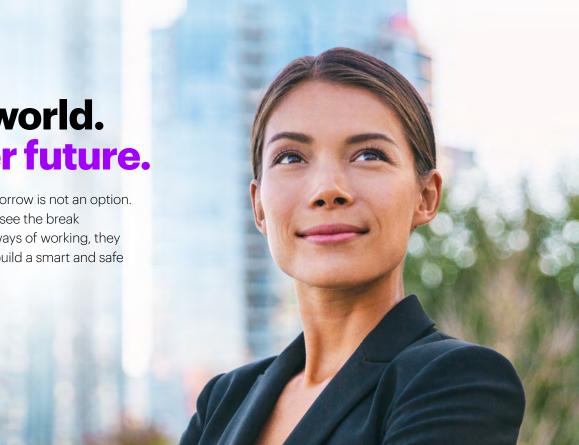


New opportunities in cybersecurity, digital commerce and digital access to financial and healthcare services will likely increase in the next five years.

Companies that use technology responsibly to make the world safer and smarter will seize the advantage to thrive in the future. Forerunners are ahead of their peers in protecting customer and employee data and building tech-powered, smarter operations.

Better world. Brighter 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.

