



# COME AS YOU ARE

## VIDEO TRANSCRIPT

Our first trend is titled "Come As You Are". And it's all about the fundamental shift in people's own sense of agency over their lives, including challenging the norms about what they do for work.

What we're seeing is that people are re-examining who they are and what matters to them and thinking differently about everything from where they work, to what they buy, to how they spend their time.

As organizations grappled to retain employees and create new work models that cater to individual needs, we see a rise in a "me over we" mentality among employees, where the value of the collective has lost its priority. These observations have profound implications for organizations and how they lead their employees and how they nurture relationships with their consumer creators.

The pandemic has been traumatic and it's given people new perspective on what's important. Many are finding they are now focused on deeper relationships. They're open to new possibilities and they're aware of their own personal strengths. They're also feeling more able to be their true selves in their personal and professional lives. Some celebrities have really captured the mood like British Olympic Diver Tom Daley who was seen knitting at the Tokyo Olympics because that's what he enjoys doing to relax.

People are also increasingly empathetic about mental health challenges. It's becoming more okay not to be okay. In China, young people are organizing the Tang Ping movement where those who are exhausted by a culture of hard work with seemingly little reward are highlighting the need for change.

People are also finding ways to monetize their hobbies with the new tools that emerge every day for top class content creation. With cameras, smart phones, microphone's editing software and collaboration apps, creators can replicate movie and radio production on a smaller scale, for a smaller audience. This means that people are turning themselves into businesses. 50 percent or more of Gen Z want to be running their own business within the next 10 years. That's an incredible figure and it will challenge the employee value proposition.

We're seeing a rise in "me over we" culture and the rising individualism is stressing empathy between colleagues within companies and changing our aspirations also as consumers, which presents new challenges and opportunities for employers and brand owners alike. It will continue to have a long-term persistent effect on team dynamics, effective innovation and collaborative working, all of which are systems that need a group to function.



So what's next? We think that organizations must respond to the shift in people's aspirations, ways of living, and reclaiming of their sense of agency. Employers face an important leadership challenge. They need to balance the flexibility they offer to individuals with the needs of the collective so that creativity, diversity and trust-building can thrive. They need to reevaluate their benefits packages and intentionally place value and purpose on what a team can do over individual productivity. A culture that values the power of a team is more engaged, innovative, and creative.

Beyond organizations and their employees, we need to think hard about the creator economy and acknowledge the creators are not just customers, but also competitors and collaborators. We also think there's an opportunity to create new life services to support these creators, especially in areas such as insurance, finance and healthcare.

Copyright © 2022 Accenture  
All rights reserved.

Accenture, its logo, and High  
Performance Delivered are  
trademarks of Accenture.