

The World

1. **Economic Powershift towards Asia**
2. **Aging Population – Unsustainable Healthcare Costs**
3. **Ballooning Middle Class**
4. **Challenging, Complex, Uncertain & Volatile**
5. **Interconnected & Interdependent**
6. **Messy, Massive & Multidimensional Consequences**
7. **Unprecedented Problems, Unknown Solutions**

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Fractures

1. **Gravitational & Volatile Forces**
2. **Globalization out, Localization (Protectionism) in**
3. **Simultaneous Geo-Political Conflicts**
4. **Impatient & Instant Generation**
5. **Rapid & Massive Urbanization**
6. **Polarized & Opinionated Masses**
7. **Increasing Inequality & Widening Disparity**

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Challenges

1. Speed of Technological Changes
2. **Wealth Distribution, Jobs Elimination**
3. Balancing short term pain with long term gain
4. **Resisting Temptation, Glory & Fame**
5. Trust at Nadir & Expectations at Zenith
6. **Diminishing ability to take a stand**
7. Adaptability, Agility & Adjustability

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Opportunities

1. Frugality & Excellence – Fit for Purpose & Best in Class
2. Diversity: Harness Vs. Promote Vs. Reserve
3. Experimentation: Failing is Acceptable, Failure Not (*yet*)
4. Democratization of (Wo)Men, Market & Money
5. Computation, Communication & Cash – *Almost* Free
6. Unprecedented Scale, Shape, Size & Speed
7. Connect, Collaborate, Compete & Conquer

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Traits

1. Intention more Important than Instruction
2. Perception Matters more than Reality
3. Run Marathon & Sprint, Wear Microscope & Telescope
4. Patience, Perseverance, Persistence & Resilience
5. Engage, Enable, Encourage & Enforce
6. Challenge Everything Except Values
7. Change Everything Except Purpose

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