

next horizon tool

A bright view for unsettled futures

A lens to explore transformations
A compass for navigating the uncertainty
A snapshot to frame positive perspectives
An open-source tool dedicated to all of you, because the future is the only road we may cross together.

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2024 - 20

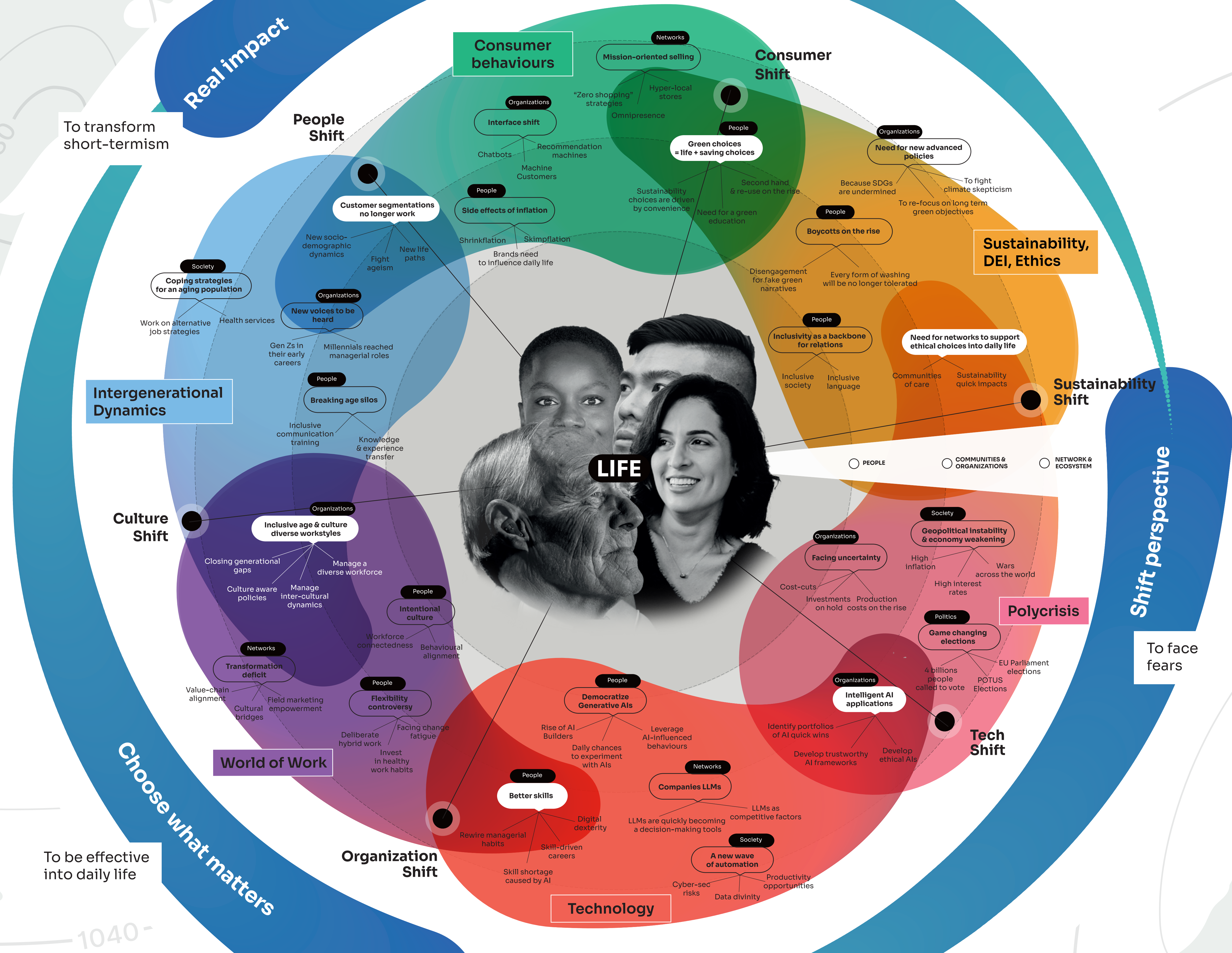
Beta version

logotel

Enabling a positive outlook for 2024 requires three factors

All the phenomena we are facing this year are deeply enmeshed and characterized by a shaded scenario. As they move and change quickly, we are losing our sense of direction. To combat the dizziness caused by this unpredictability, it's crucial to focus on these three factors.

- Perspective shift**
A change in perspective is needed to overcome people's fears and cultivate a positive outlook that is based on achievable results.
- Make real impact**
By focusing on what affects daily and support people in making sound decision.
- Choose what matters**
By selecting effective actions and ditching unnecessary measures that increase chaos.



Areas where real impact can be achieved

- Consumer behaviours**
They're highly affected by spending contractions. This condition is igniting new choices, aimed at discovering which services or products can actually improve lives.
- Sustainability, DEI, Ethics**
World uncertainty is undermining those narratives, though they're still crucial. People are asking for effective actions, possible with cooperation among companies.
- Polycrisis**
Economy, wars, upcoming elections are intertwined factors of a persistent crisis. Our main risk is paralysis, and alternative views are needed to avoid it.
- Technology**
Upcoming years will be focused on Generative AIs. It's not just a matter of implementation, it will be also a behavioural, upskilling and a wise adoption challenge.
- World of Work**
Due to the intense last years, companies are facing a "change fatigue". It can be coped with an actions shift that can affect close reality, and fuel daily business.
- Intergenerational Dynamics**
It's a pivotal element for every design and implementation strategy, because leveraging differences can unlock fresh vision for companies and every kind of organisations.

Needed perspective shifts

- Consumer Shift**
Consumer emerging needs are related to life paths built upon saving strategies, green choices and a new idea of quality.
- People Shift**
As our socio-demographic structure is becoming cultural and age-diverse, we must adopt a community-driven approach, and overcome traditional individualistic market segmentations.
- Organization Shift**
Organizations are shifting from a role-based to a skill-based model. So skill mapping and acquisition strategies need to be refocused.
- Culture Shift**
An inclusive culture is the foundation of new social dynamics that breaks age and ethic silos.
- Tech Shift**
Advanced technologies such as Gen AI need to be trustworthy and accountable when we use them in our daily challenges.
- Sustainability Shift**
By embedding ethical and sustainability-related themes into actual products, services and company objectives they can improve the way we work and change our daily behaviours.