



THE FUTURE IS SYNTHETIC!

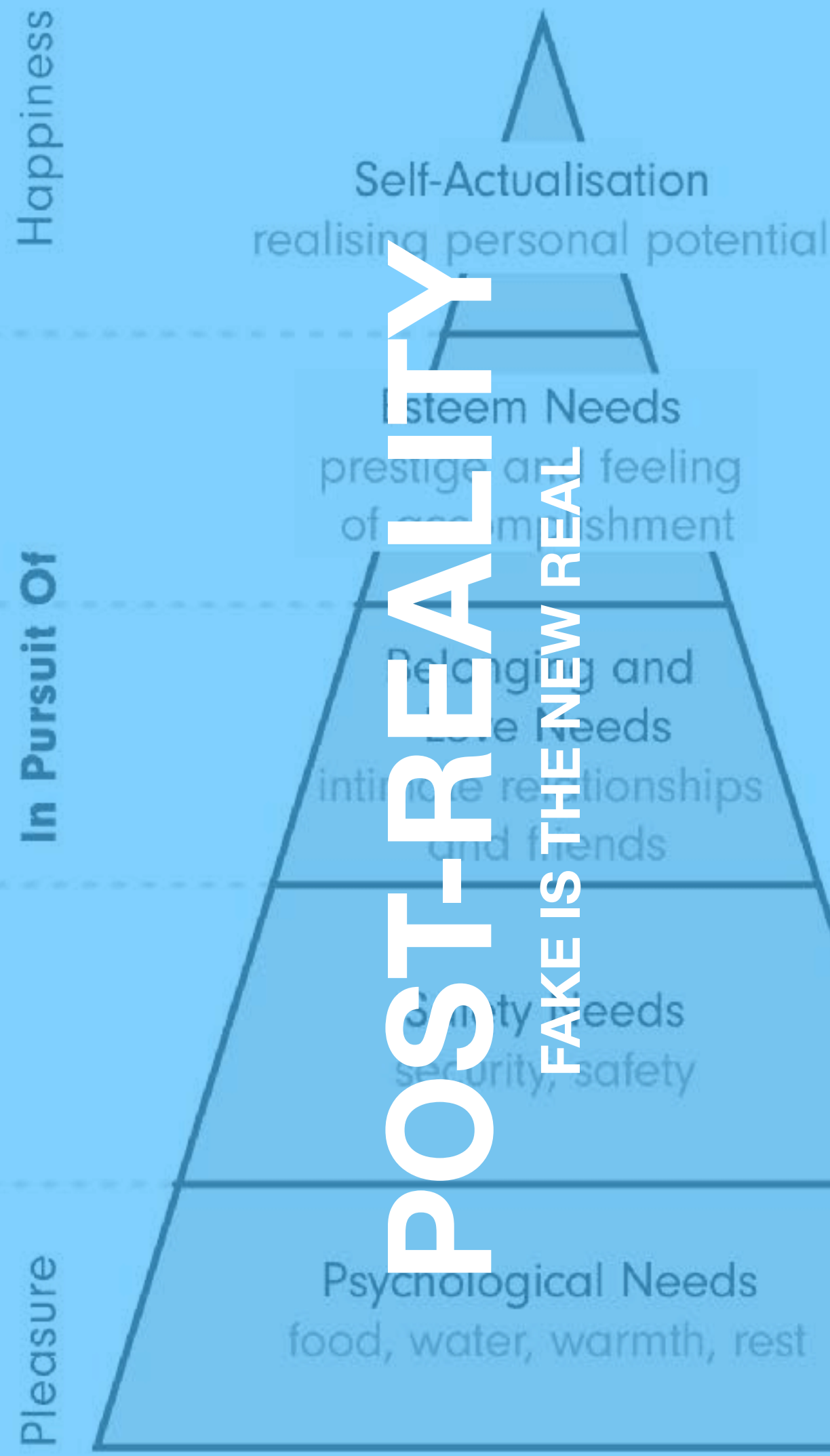


SANDER @DUIVESTEIN



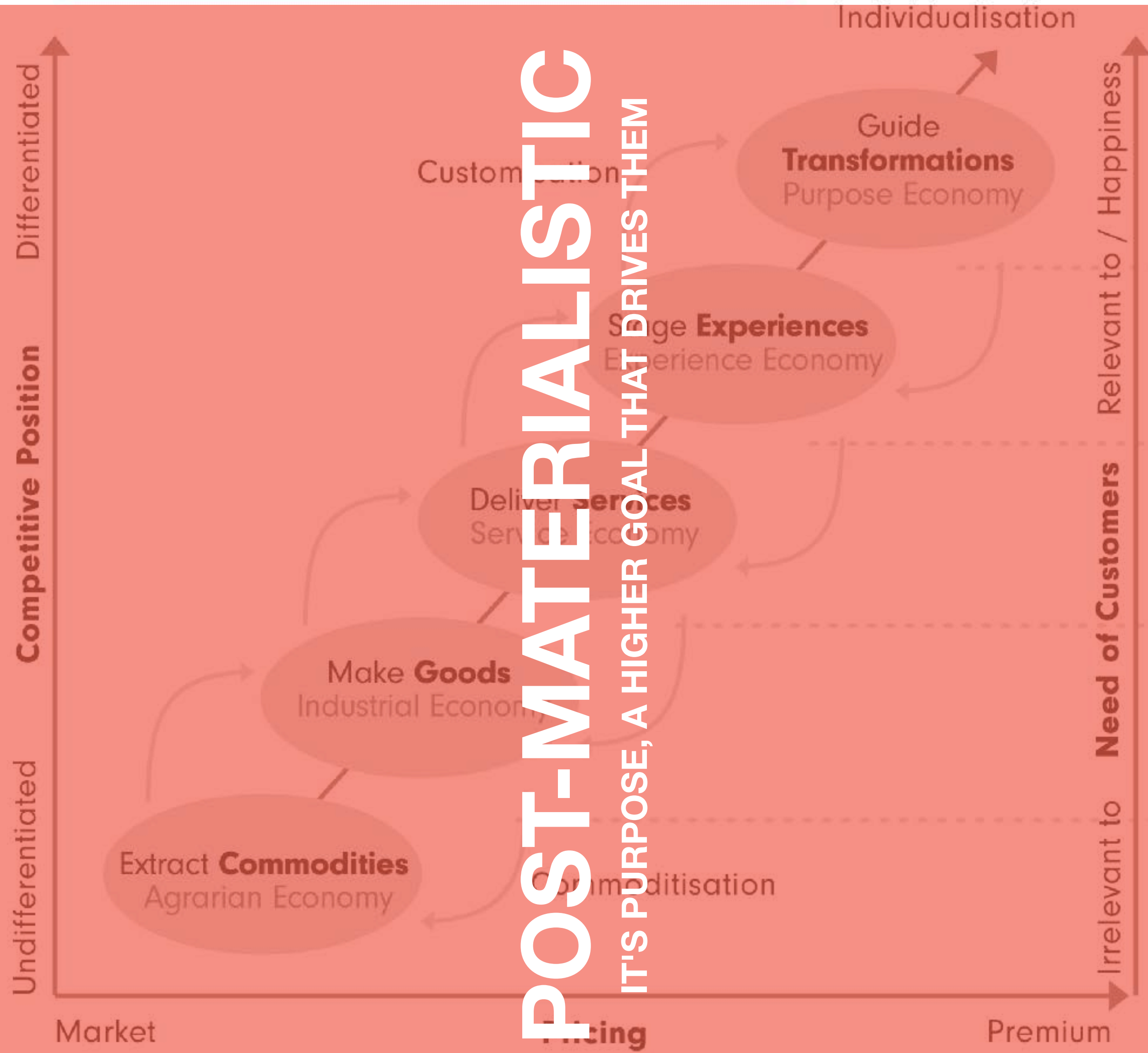
POST-HIERARCHICAL

THE NETWORK IS THE TRUSTED PARTY AND
CENTRALIZED REPUTATION IS THE NEW CURRENCY



POST-REALITY

FAKE IS THE NEW REAL



POST-MATERIALISTIC

IT'S PURPOSE, A HIGHER GOAL THAT DRIVES THEM

**HELP ME TO BECOME THE PERSON
THAT I HAVE ALWAYS WANTED TO BE.**





POST-TECHNOLOGY



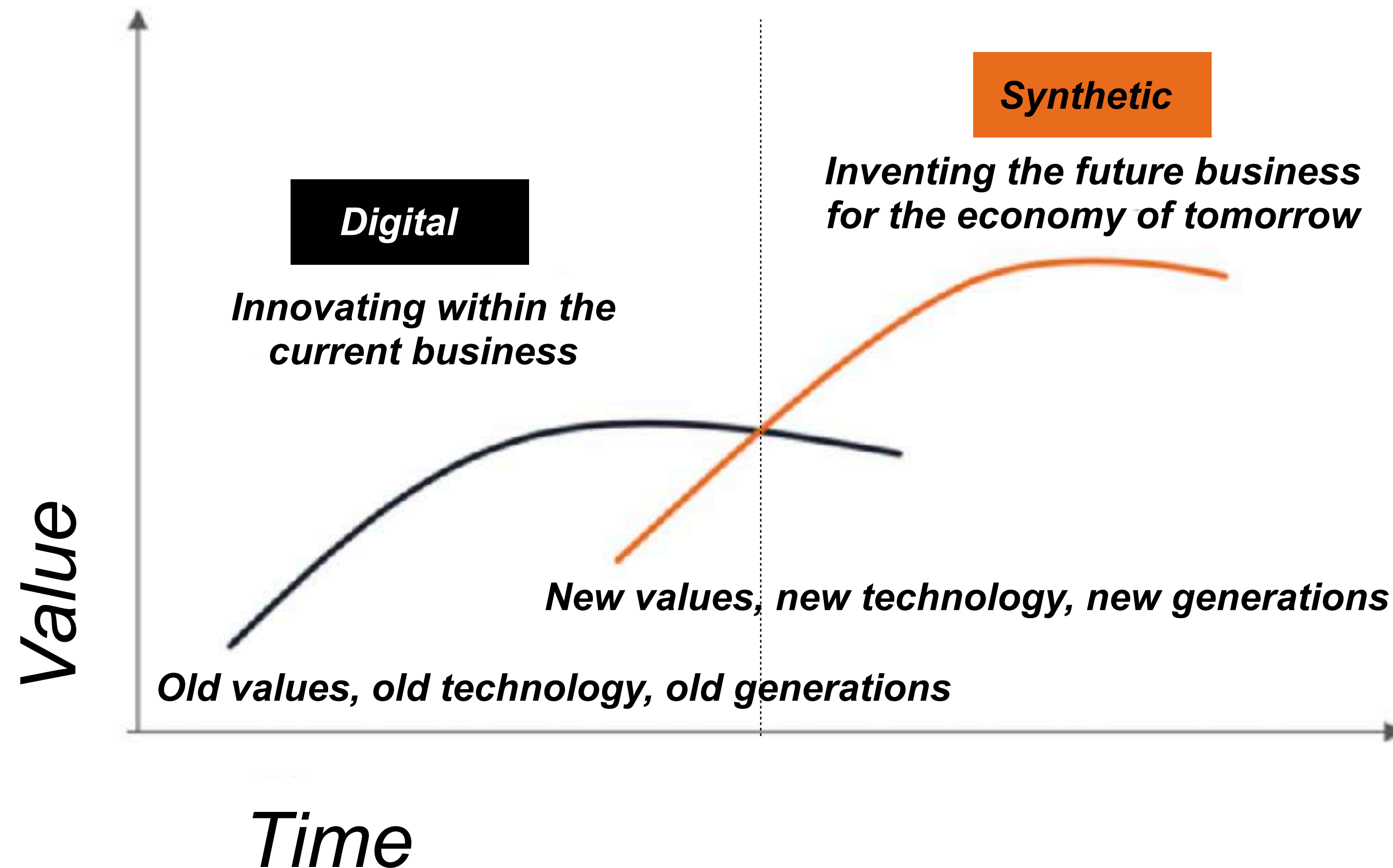
UBIQUITOUS: TECHNOLOGY BECOMES INVISIBLE



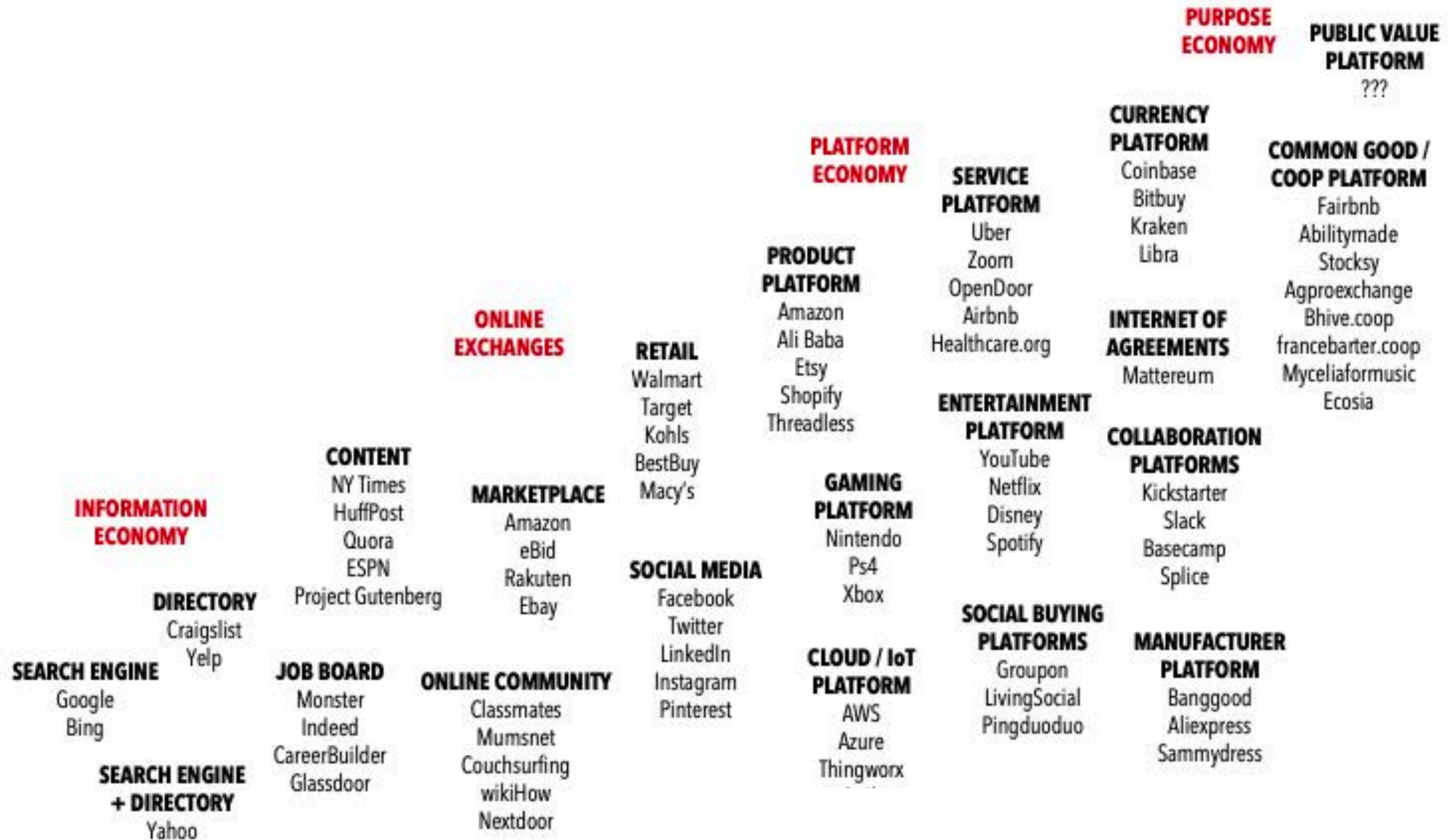


Look at this and tell me what time it is.

They are the first generation of children who
understand what the future is made of:
SYNTHETIC IS THE NEW DIGITAL



ECONOMY OF TOMORROW



TRUST

THE ECONOMY OF TOMORROW

The image features a hand on the right side, with the index finger pointing towards the intersection of two circles in a Venn diagram. The Venn diagram consists of three overlapping circles with white, hand-drawn borders. The leftmost circle is labeled 'TECHNOLOGICALLY POSSIBLE'. The middle circle is labeled 'FINANCIALLY FEASIBLE'. The rightmost circle is labeled 'SOCIALLY DESIRABLE'. A bright, glowing light source is positioned at the intersection of the 'FINANCIALLY FEASIBLE' and 'SOCIALLY DESIRABLE' circles, creating a lens flare effect. The background is dark blue with a faint, glowing wireframe structure of a building or network on the left side.

**TECHNOLOGICALLY
POSSIBLE**

**FINANCIALLY
FEASIBLE**

**SOCIALLY
DESIRABLE**







A GROWING MOVEMENT OF 'FLIGHT SHAMING'

PERLIVÁ VODA





patagonia®

WE'RE IN BUSINESS TO SAVE OUR HOME PLANET

the
responsible
company

What We've
Learned from Patagonia's
First 40 Years
Yvon Chouinard
& Vincent Stanley
patagonia



**FOR THE
PLANET®**

2001

Rising
Influence of
NGO's

2002

Fall of the
Celebrity
CEO

2003

Earned
Media More
Credible
Than
Advertising

2004

US
Companies
in Europe
Suffer Trust
Discount

2005

Trust Shifts
From
Authorities to
Peers

2006

"A Person
Like Me"
Emerges as
Credible
Spokesperson

2007

Business
More Trusted
Than
Government
and Media

2008

Young
Influencers
Have More
Trust in
Business

2009

Business
Must Partner
w. Government
to Regain
Trust

2010

Trust is Now
an Essential
Line of
Business

2011

Rise of
Authority
Figures

2012

Fall of
Government

2013

Crisis of
Leadership

2014

Business to
Lead the
Debate for
Change

2015

Trust is
Essential to
Innovation

2016

Growing
Inequality of
Trust

2017

Trust in crisis

2018

The Battle for
Truth

2019

Trust at Work

LOOKING FOR LEADERSHIP FROM MY EMPLOYER

71%

of employees agree

**It's critically important for my CEO
to respond to challenging times**

- Industry issues
- Political events
- National crisis
- Employee-driven issues





America's CEOs Seek a New Purpose for the Corporation

For more than two decades, the influential Business Roundtable has explicitly put shareholders first. In an atmosphere of widening economic inequality and deepening distrust of business, the powerful group has redefined its mission.

By [Alan Murray](#)

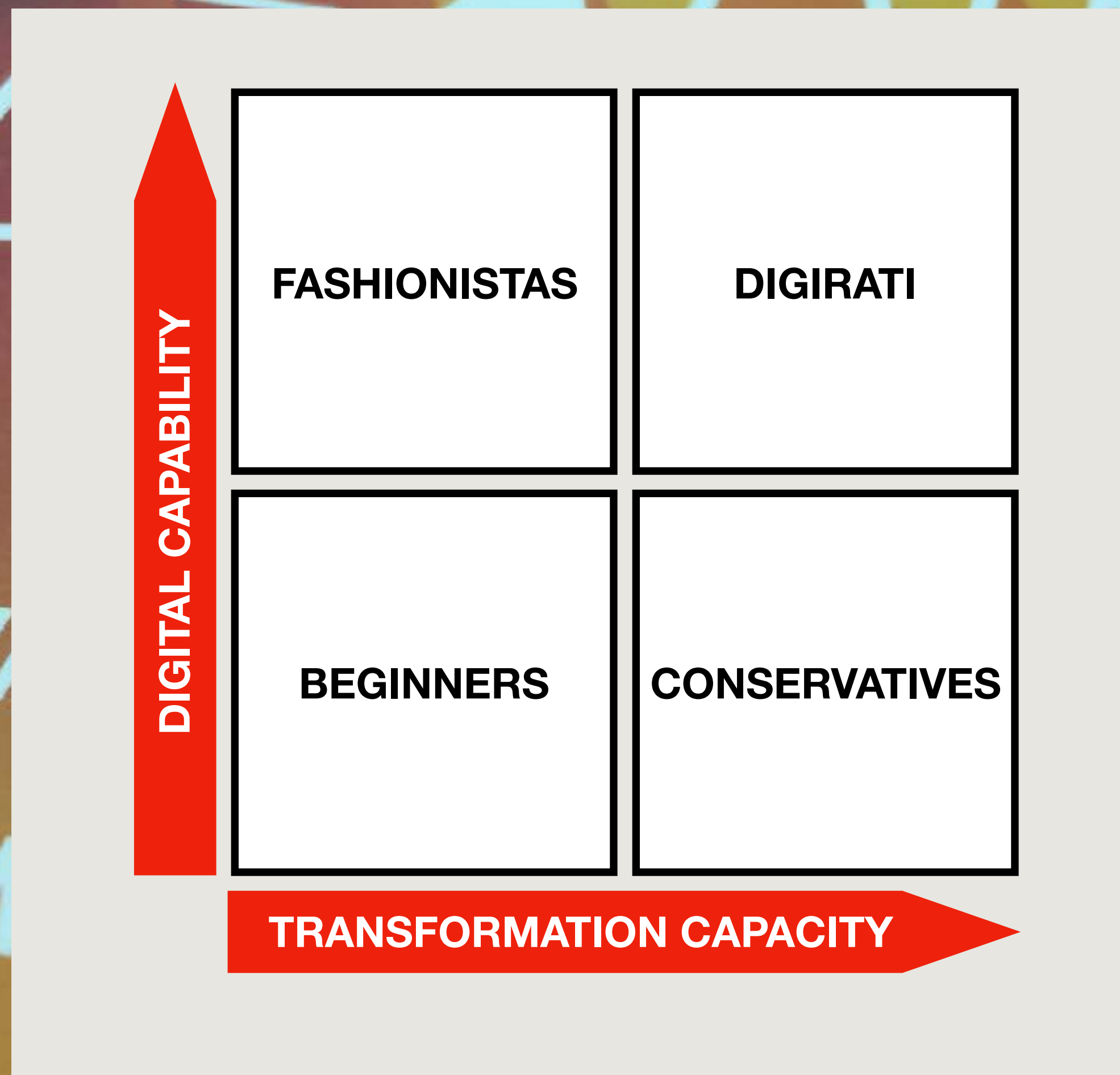
August 19, 2019



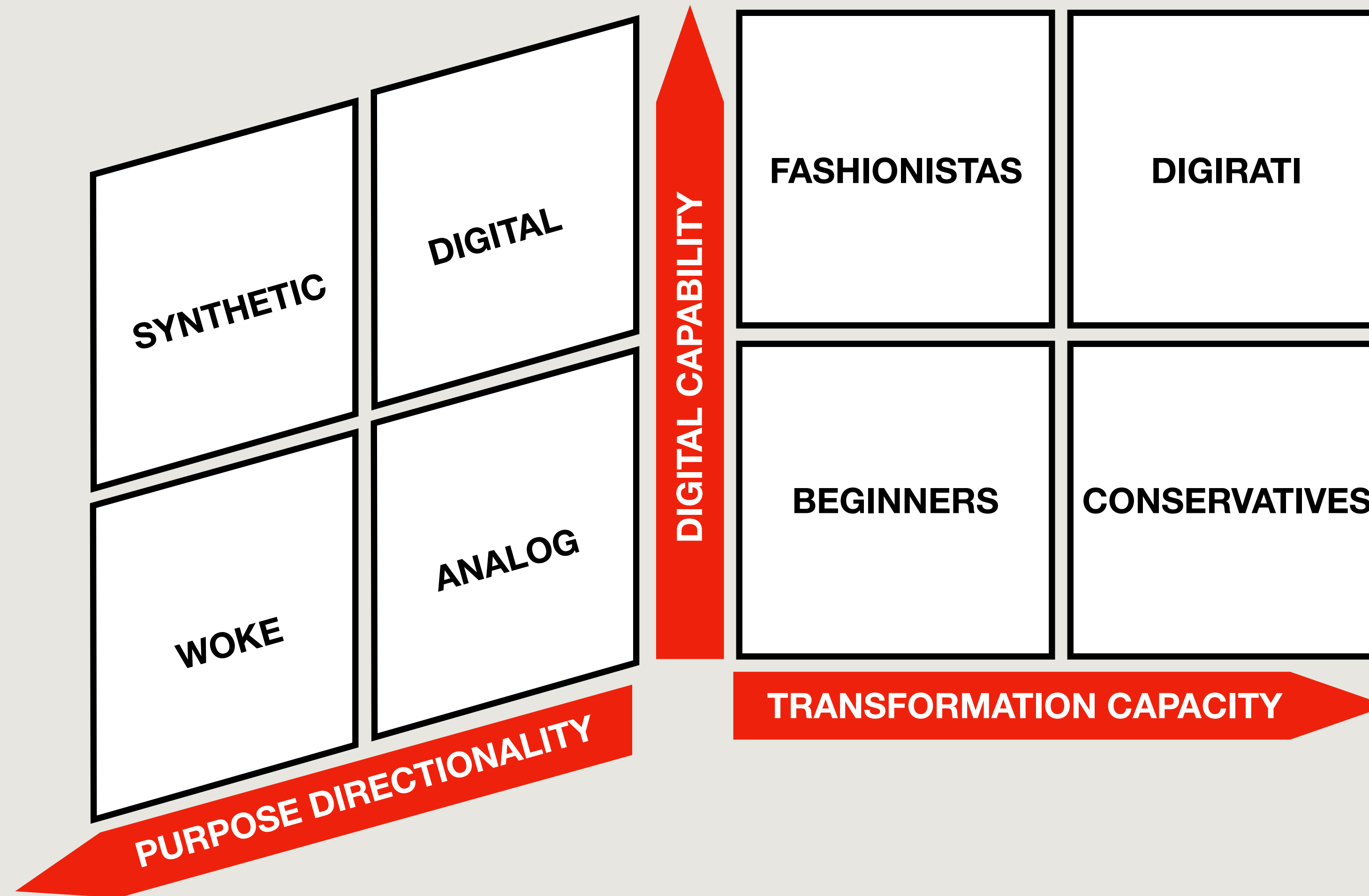
For Milton Friedman, it was simple. "There is one and only one social responsibility of business," the Nobel economist wrote in 1970: to "engage in activities designed to increase its profits." Companies must obey the law. But beyond that, their job is to make money for shareholders.

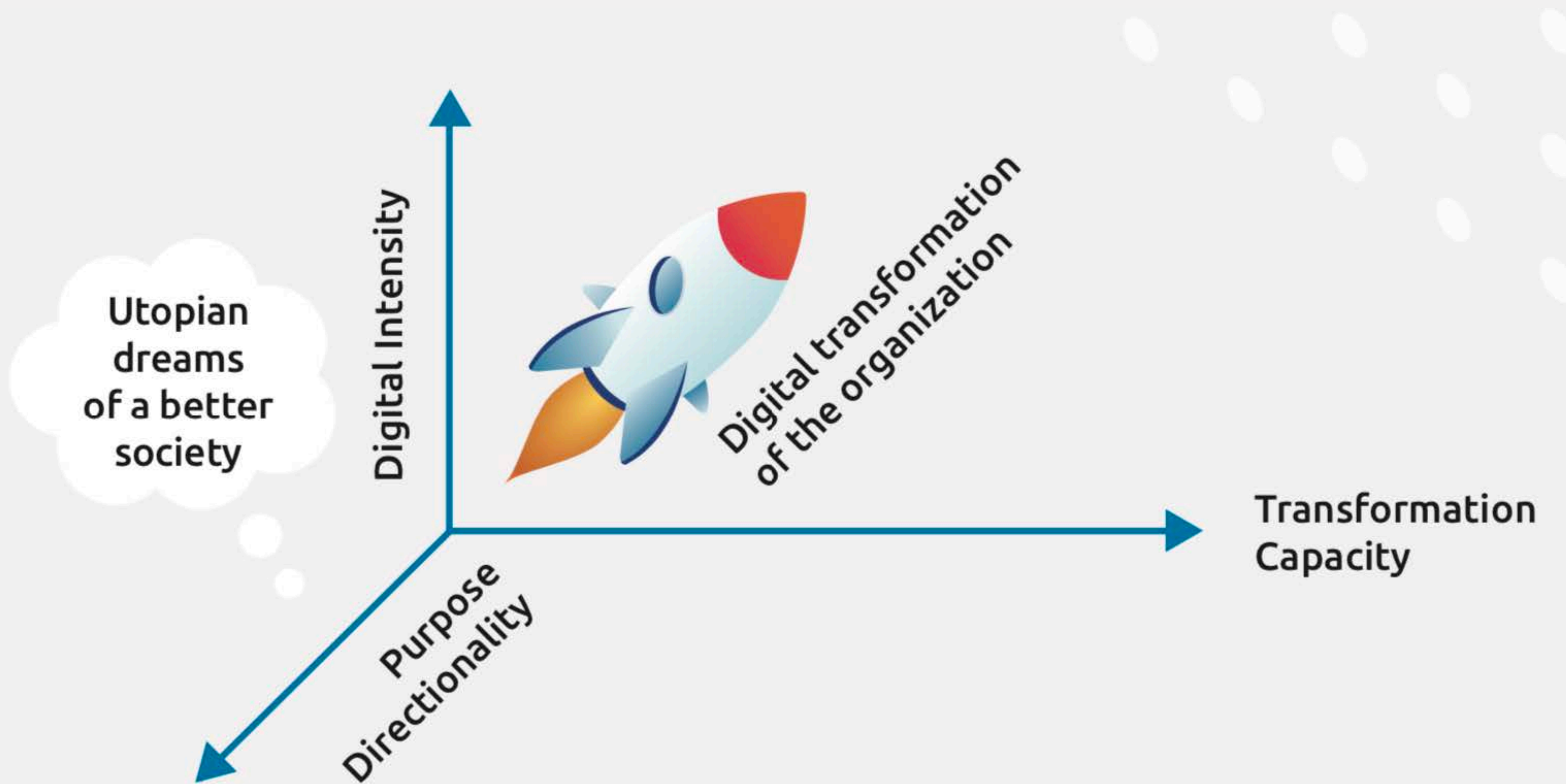


DIDIER BONNET



BEYOND DIGITAL: BUILD THE SYNTHETIC ORGANISATION







ACCELERATED CHANGE IS THE ONLY CONSTANT

THE WORLD WILL NEVER BE SLOWER THAN IT IS RIGHT NOW

INNOVATE AT THE SPEED OF TECHNOLOGY CHANGE

POST-HIERARCHY + POST-REALITY + POST-MATERIALISTIC = POST-TECHNOLOGY

THE FUTURE IS SYNTHETIC; NOT DIGITAL/ANALOG

HOW WOKE ARE YOU?

BUILD THE SYNTHETIC ORGANISATION

DREAMING OF UTOPIA