

**COPENHAGEN
INSTITUTE
FOR FUTURES
STUDIES**





Ville jeres børn arbejde i jeres virksomhed?



DASHA KRIVONOS, CEO

MARTS 2022

COPENHAGEN INSTITUTE FOR FUTURES STUDIES

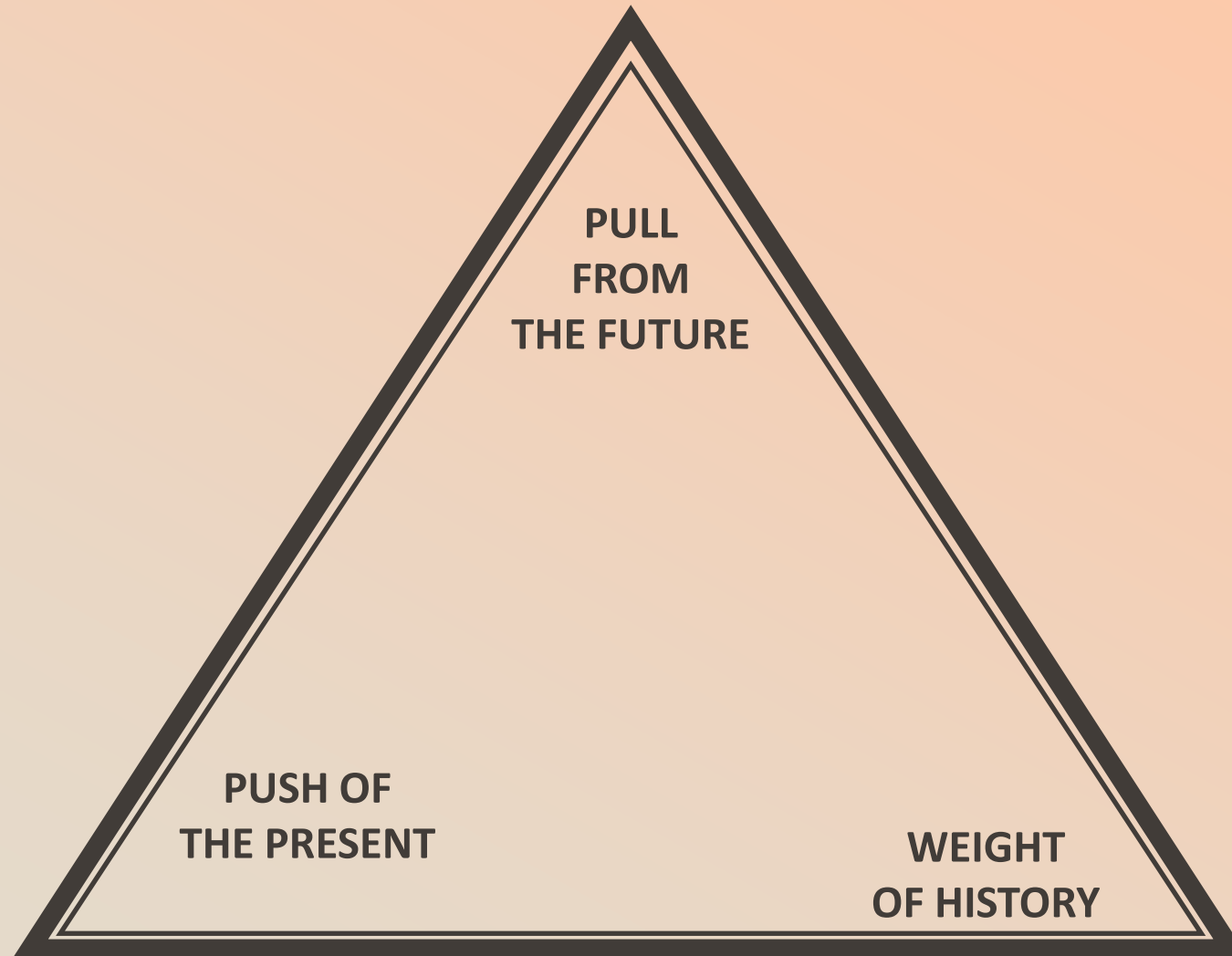


"Our biggest challenge for 50 years, has actually been convincing people that the future may be different from a simple projection of the present."



Copenhagen Institute for Futures Studies

THINK TANK EST. 1969





“Mr. MINISTER OF WAR –
YOUR OAK IS READY FOR
DELIVERY”



AMERIKANSK LIVSSTILSMAGASIN FRA 1950

IMAGINING HOW IT IS TO LIVE IN THE YEAR 2000





Advertising Archives

The good wife's guide

- Have dinner ready. Plan ahead, even the night before, to have a delicious meal ready, on time for his return. This is a way of letting him know that you have been thinking about him and are concerned about his needs. Most men are hungry when they come home and the prospect of a good meal (especially his favourite dish) is part of the warm welcome needed.
- Prepare yourself. Take 15 minutes to rest so you'll be refreshed when he returns. Touch up your make-up, put a ribbon in your hair and be fresh-looking. He has just been with a lot of work-weary people.
- Be a little gay and a little more interesting for him. His boring day may need a lift and one of your duties is to provide it.
- Clear away the clutter. Make one last trip through the main part of the house just before your husband arrives.

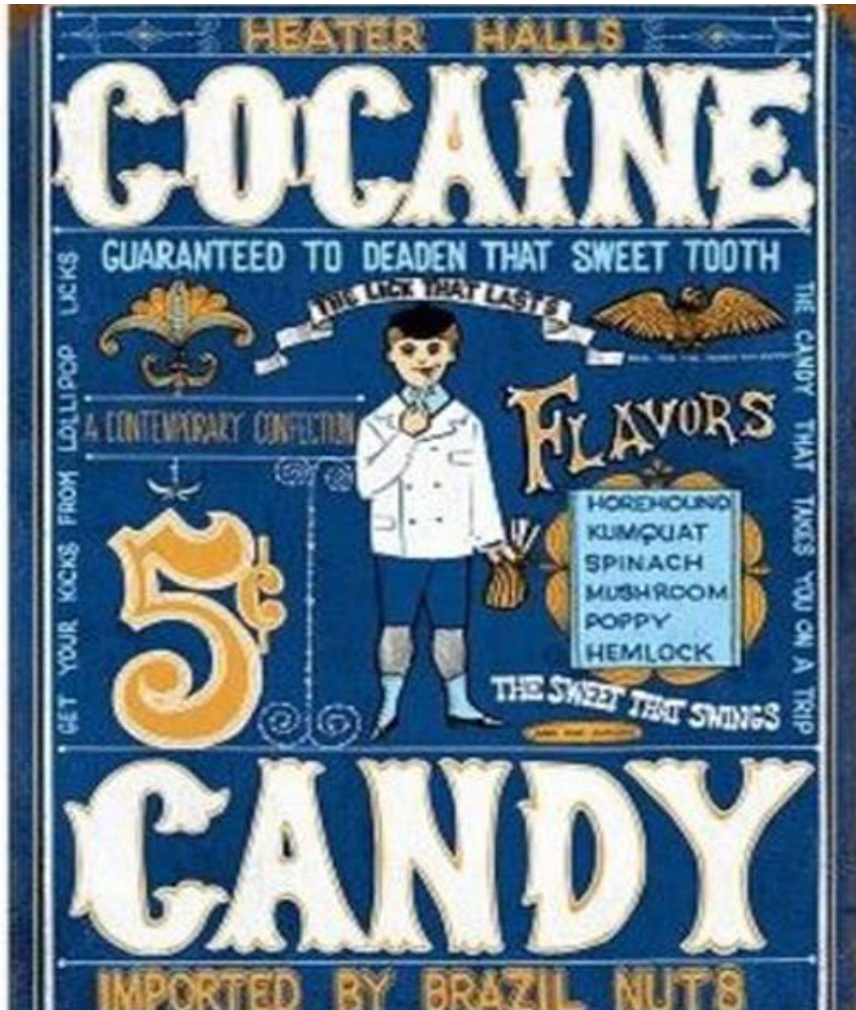
- Gather up schoolbooks, toys, paper etc and then run a dustcloth over the tables.
- Over the cooler months of the year you should prepare and light a fire for him to unwind by. Your husband will feel he has reached a haven of rest and order, and it will give you a lift too. After all, catering for his comfort will provide you with immense personal satisfaction.
- Prepare the children. Take a few minutes to wash the children's hands and faces (if they are small), comb their hair and, if necessary, change their clothes. They are little treasures and he would like to see them playing the part. Minimise all noise. At the time of his arrival, eliminate all noise of the washer, dryer or vacuum. Try to encourage the children to be quiet.
- Be happy to see him.
- Greet him with a warm smile and show sincerity in your desire to please him.
- Listen to him. You may have a dozen important things to tell him, but the moment of his arrival is not the time. Let him talk first - remember, his topics of conversation are more important than yours.
- Make the evening his. Never complain if he comes home late or goes out to dinner, or other places of entertainment without you. Instead, try to understand his world of strain and pressure and his very real need to be at home and relax.
- Your goal: Try to make sure your home is a place of peace, order and tranquillity where your husband can renew himself in body and spirit.
- Don't greet him with complaints and problems.
- Don't complain if he's late home for dinner or even if he stays out all night. Count this as minor compared to what he might have gone through that day.
- Make him comfortable. Have him lean back in a comfortable chair or have him lie down in the bedroom. Have a cool or warm drink ready for him.
- Arrange his pillow and offer to take off his shoes. Speak in a low, soothing and pleasant voice.
- Don't ask him questions about his actions or question his judgment or integrity. Remember, he is the master of the house and as such will always exercise his will with fairness and truthfulness. You have no right to question him.
- A good wife always knows her place.





Coke til ungerne og smøger til deres mødre

DE OFFENTLIGE NORMER FLYTTER SIG OVER TID





EACH DAY HUMBLE SUPPLIES ENOUGH ENERGY TO MELT 7 MILLION TONS OF GLACIER!

This giant glacier has remained unmelted for centuries. Yet, the petroleum energy Humble supplies—converted into heat—could melt it at the rate of 80 tons each second! To meet the nation's growing need for energy, Humble has applied science to nature's resources to become America's Leading Energy Company. Working wonders with oil through research, Humble provides energy in many forms—to help heat our homes, power our transportation, and to furnish industry with a great variety of versatile chemicals. Stop at a Humble station for famous Esso Extra gasoline, and see why the "Happy Motoring" Sign is the World's First Choice.

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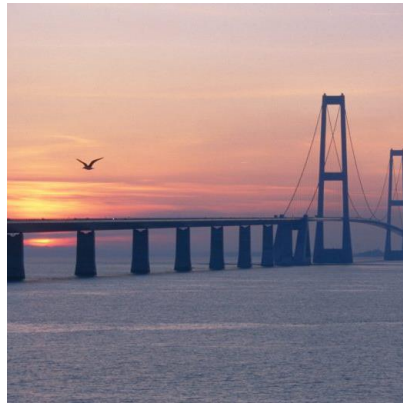


SAY
NO
TO
5G

**Hvad er det
næste tobak?**



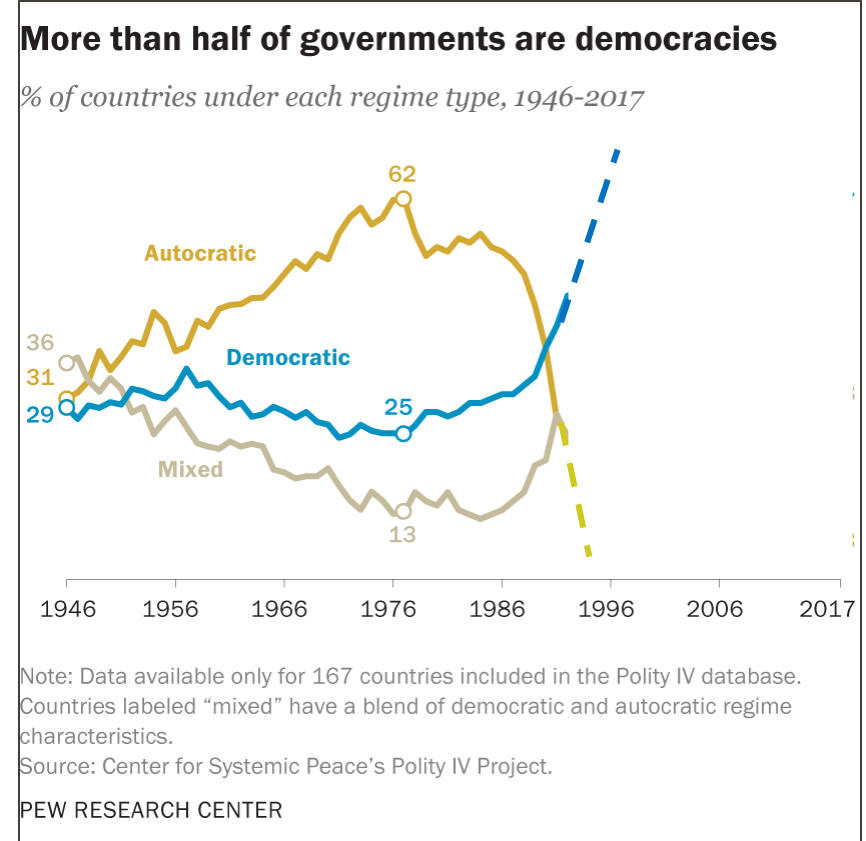
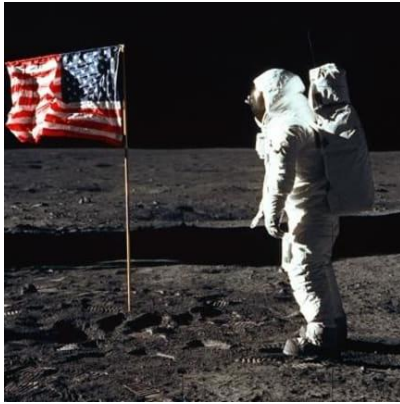
We underestimate the effects over the long term





Regressing is also an option

PROGRESS IS NOT A GIVEN, IT IS A PRODUCT OF VISION, DEDICATION AND ACTION





WHAT NONLINEARITY LOOKS LIKE

Built to Last ...

... or built to adapt?

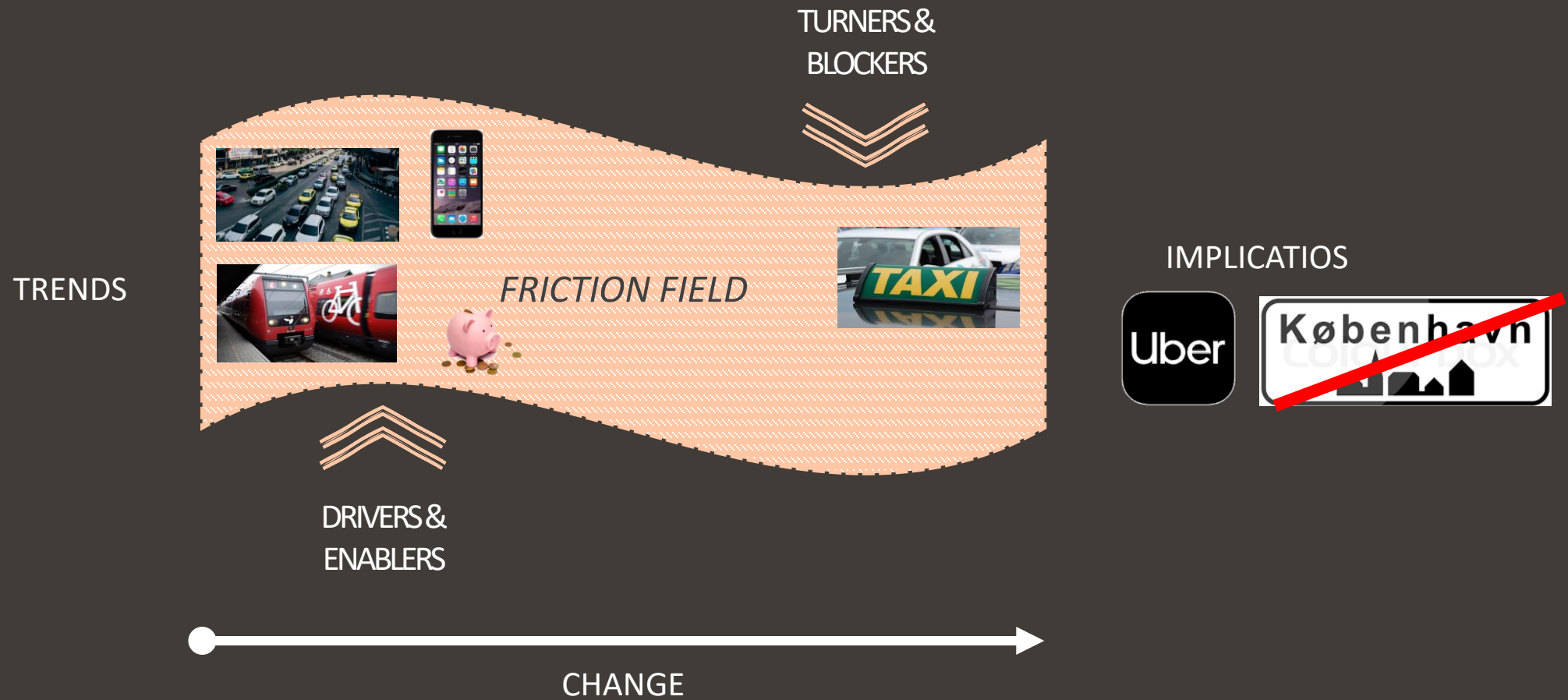


ROBUSTNESS IS NOT RESILIENCE



The "Power Struggle" Shaping the Future

THE FUTURE UNFOLDS IN THE FRICTION FIELD

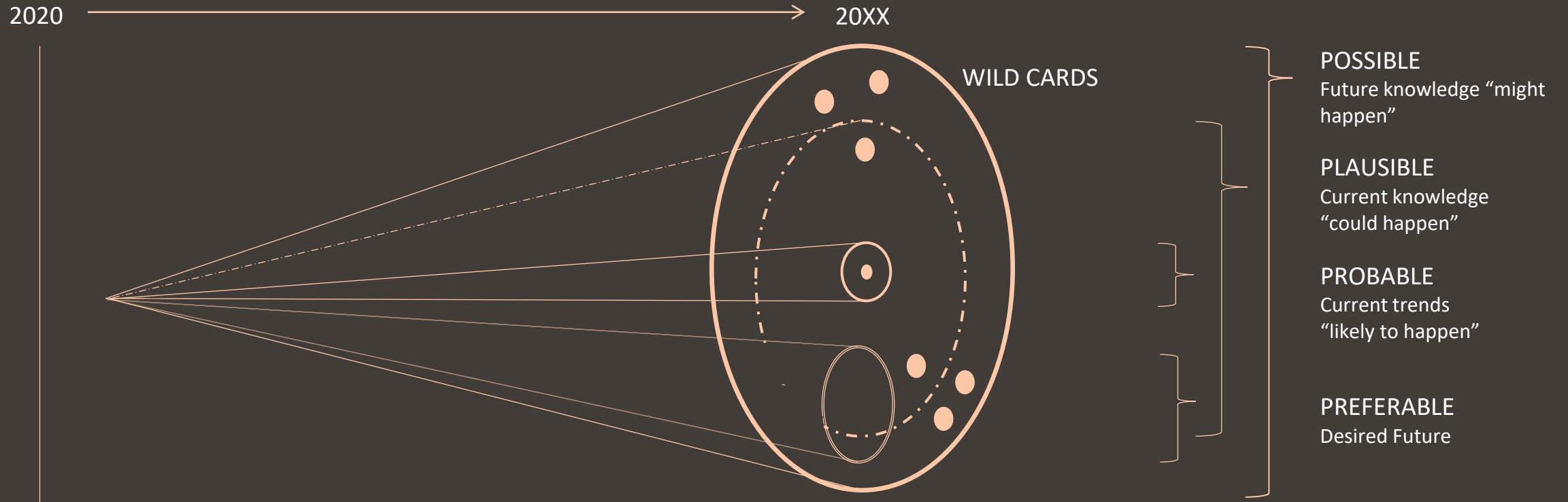




The Cone of Possibilities

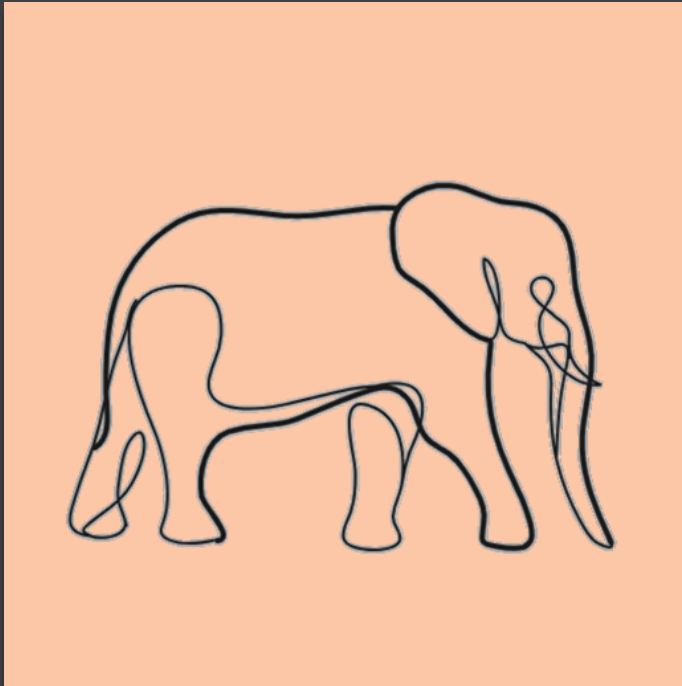
ALTERNATIVE AND LIKELY FUTURES – WE NEED TO THINK OUTSIDE THE BOX

Potential futures
Everything beyond the present moment



Studying change and exploring possibilities

Menagerie of post normal potentialities –
different types of blindspots



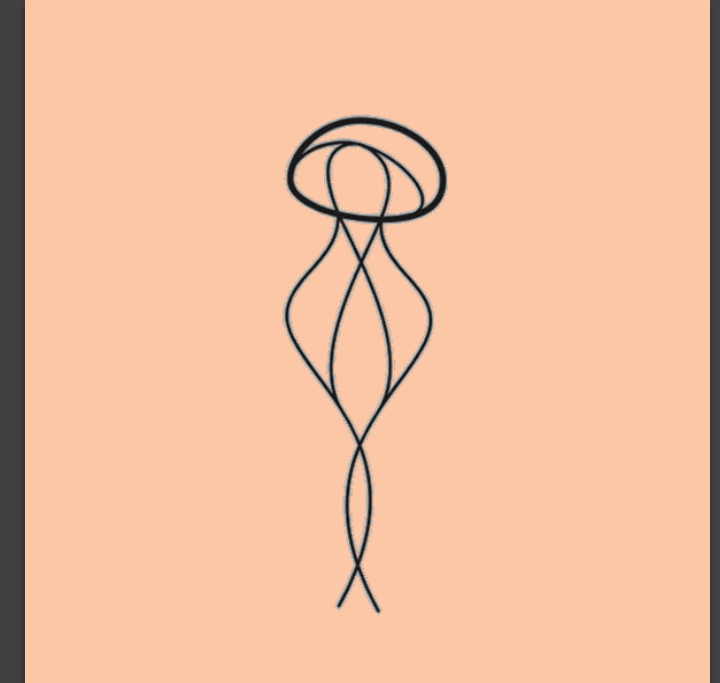
BLACK ELEPHANT

Extremely likely and widely predicted
events that are usually ignored by the
society



BLACK SWAN

Events totally outside and way beyond
our observations



BLACK JELLYFISH

Things we think we know and understand
but which turn out to be more complex
and uncertain than we expected

EN KRISE OMDANNER ANTAGELSER TIL USIKKERHEDER

Regionalisation/
near shoring

GLOBALISATION

Globalisation 2.0

"I miss walking
into a store"

RETAIL

Online 4ever

"Make MY country
great again"

EUROPEAN INTEGRATION

Stronger together

Fix economy now,
do climate later

SUSTAINABILITY

First virtual COP
and the end of oil

.....

ARBEJDE?

.....

Scenario planning a wedding





Fremtidens arbejde



Tiderne skifter og det
bør vi også

2008

Arbejdsgiver forventer:

- Fast mødetid
- Overarbejde, arbejde først - børn bagefter
- Hierarki - helst korreleret med alder
- Loyalitet og langsigtede planer
- Stolthed over virksomheden

Medarbejder forventer:

- Udsigter til en lang karriere i virksomheden
- Muligheder for faglig udvikling og advancement
- En parkeringsplads - en dag

2020

- Flexibilitet (herunder forældreorlov og tid til fingerstrik)
- Balance mellem arbejdsliv og privatliv
- At blive set og hørt
- At have indflydelse
- Få feedback
- Anerkendelse - CEO håndtryk er ikke nok
- Havremælk - Vegansk frokost uden at rynke på næsen
- Personlig udvikling
- Træningsfaciliteter
- Kurser og faglig sparring
- Selvrealisering

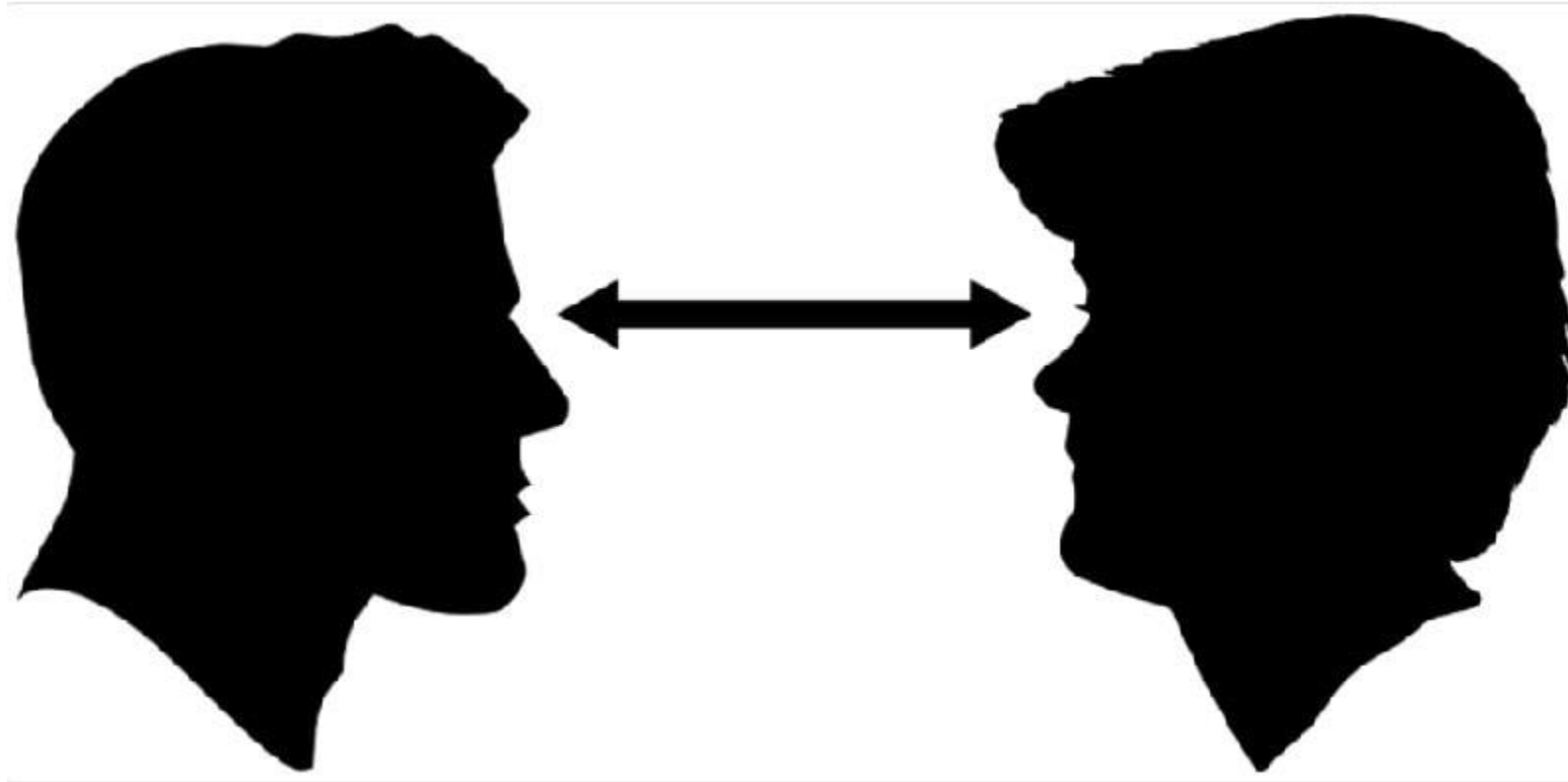




Remotisation



FRA FACE-TO-FACE TIL 'INTERFACE'





**Hvornår er man
for gammel?**



“JEG VÆLGER MIN EGEN ALDER” – Livsfaser i forandring





Par med mors særbørn*
Par med fars særbørn
Par med mor og fars særbørn
Par med mors særbørn samt fars samværsbørn
Par med mors særbørn samt mors samværsbørn
Par med mors og fars særbørn samt fars samværsbørn
Par med mors og fars særbørn samt mors og fars samværsbørn
Par med fars særbørn samt fars samværsbørn
Par med mors og fars særbørn samt mors og fars samværsbørn
Par med fars særbørn samt mors og fars samværsbørn
Par med fars særbørn samt mors samværsbørn

Blended families with children at home

Blended families without children at home

Par med fars samværsbørn
Par med mors samværsbørn
Par med mors og fars samværsbørn

Enlig mor med børn
Enlig far med børn
Enlig mor med samværsbørn*
Enlig far med samværsbørn
Enlig mor med børn og samværsbørn
Enlig far med børn og samværsbørn

Single parents

Blended families with shared children

Par med børn, mors og fars særbørn samt mors og fars samværsbørn
Par med børn, mors og fars særbørn samt mors samværsbørn
Par med børn, mors og fars særbørn samt fars samværsbørn
Par med børn og mors og fars særbørn
Par med børn, mors særbørn samt mors og fars samværsbørn
Par med børn, mors særbørn samt mors samværsbørn
Par med børn, mors særbørn samt fars samværsbørn
Par med børn og mors særbørn
Par med børn, fars særbørn samt mors og fars samværsbørn
Par med børn, fars særbørn samt mors samværsbørn
Par med børn, fars særbørn samt fars samværsbørn
Par med børn og fars særbørn
Par med børn samt mors og fars samværsbørn
Par med børn samt mors samværsbørn
Par med børn samt fars samværsbørn

Hvem er fremtidens kollega? Hvordan er deres hverdag?

**Samværsbørn: Børn, der kun kommer på besøg og har folkeregisteradresse hos den anden forælder - også selv om tiden hos mor og far er ligeligt fordelt.*

**Særbørn: Børn, som kun den ene i parret er biologisk forælder til, og som har folkeregisteradresse hos dette par.*




*‘Planlæg efter 5
forskellige
karrierer i dit
arbejdsliv’*



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 6 Weeks, 5 Hrs/Week

 \$1,600

 **Certificate** from Harvard Business School
Online

Applications due October 21, 2019

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"Denne skole vil aldrig komme ind på online uddannelsesarenaen, ikke i min levetid"

- Nitin Nohria, Dekanen for Harvard Business School, 2010



Baby boomer
1940–59



Gen X
1960–79



Gen Y (millennial)
1980–94



Gen Z
1995–2010

Context

- Postwar
- Dictatorship and repression in Brazil

- Political transition
- Capitalism and meritocracy dominate

- Globalization
- Economic stability
- Emergence of internet

- Mobility and multiple realities
- Social networks
- Digital natives

Behavior

- Idealism
- Revolutionary
- Collectivist

- Materialistic
- Competitive
- Individualistic

- Globalist
- Questioning
- Oriented to self

- Undefined ID
- “Communaholic”
- “Dialoguer”
- Realistic

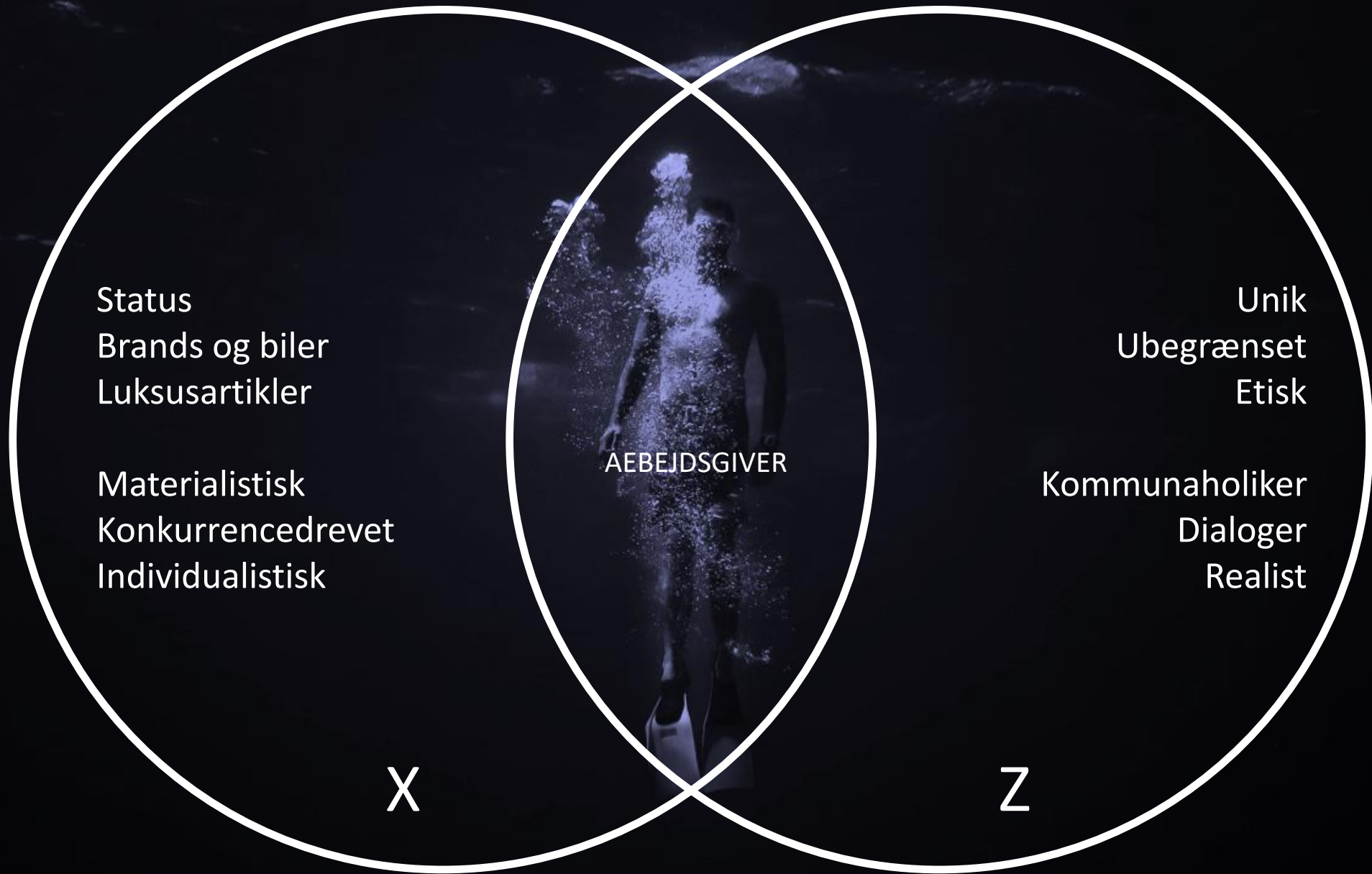
Consumption

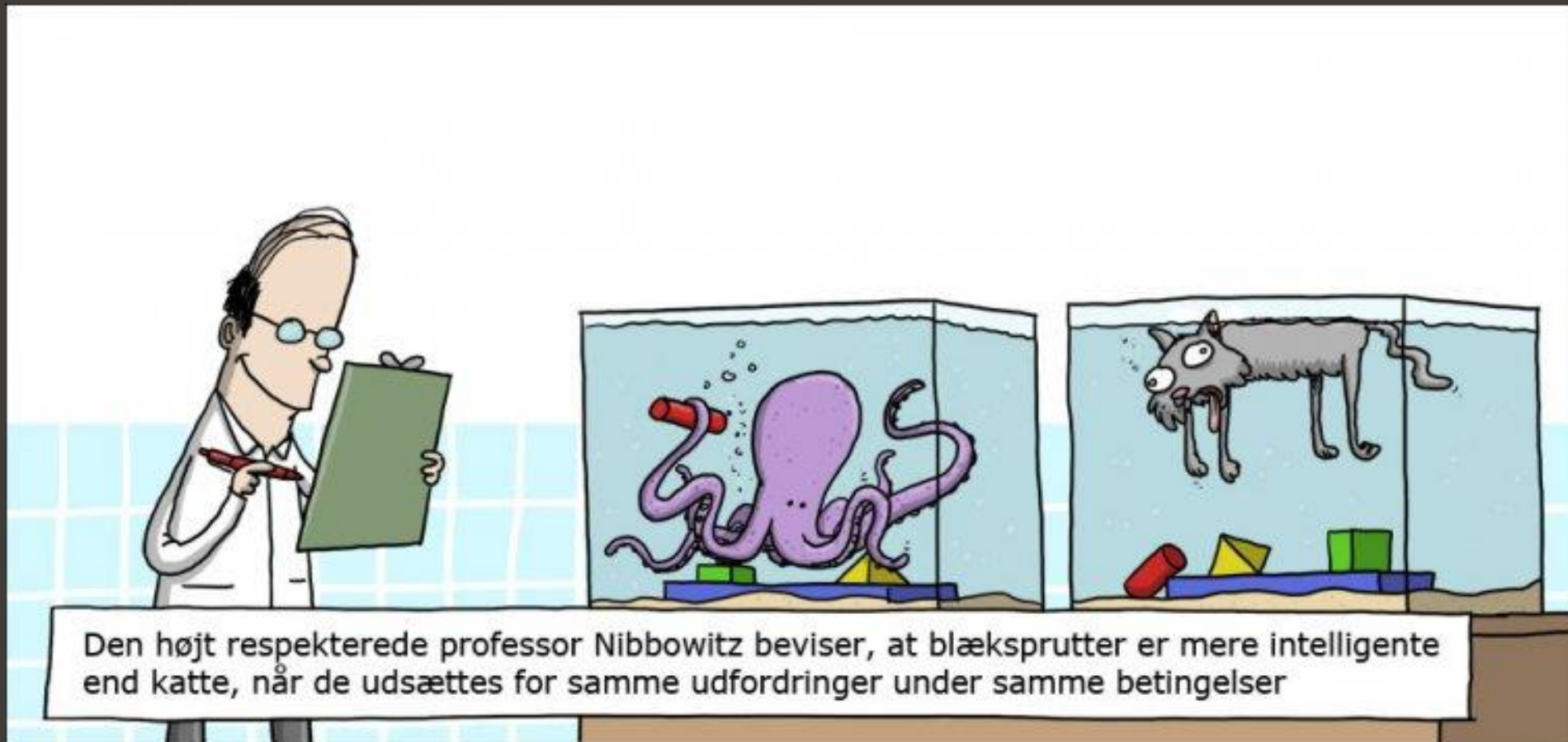
- Ideology
- Vinyl and movies

- Status
- Brands and cars
- Luxury articles

- Experience
- Festivals and travel
- Flagships

- Uniqueness
- Unlimited
- Ethical





PASSION LED US HERE





ØGET SELVBEVIDSTHED OG FOKUS.

Der har været en 60% stigning i mobile søgninger på “_ for mig” og 80% stigning på “burde jeg _?” indenfor de sidste 2 år.



EKL ✓
@ericakland



Jamie Dimon kneeling in front of a giant bank vault on @CNBC is beyond parody



JAMIE DIMON'S FIRST PUBLIC
KNEELING SINCE SURGERY

53.28 ▲ 10.13 Apache (APA) 16.01 ▲ 3.01

11:02 PM · Jun 5, 2020

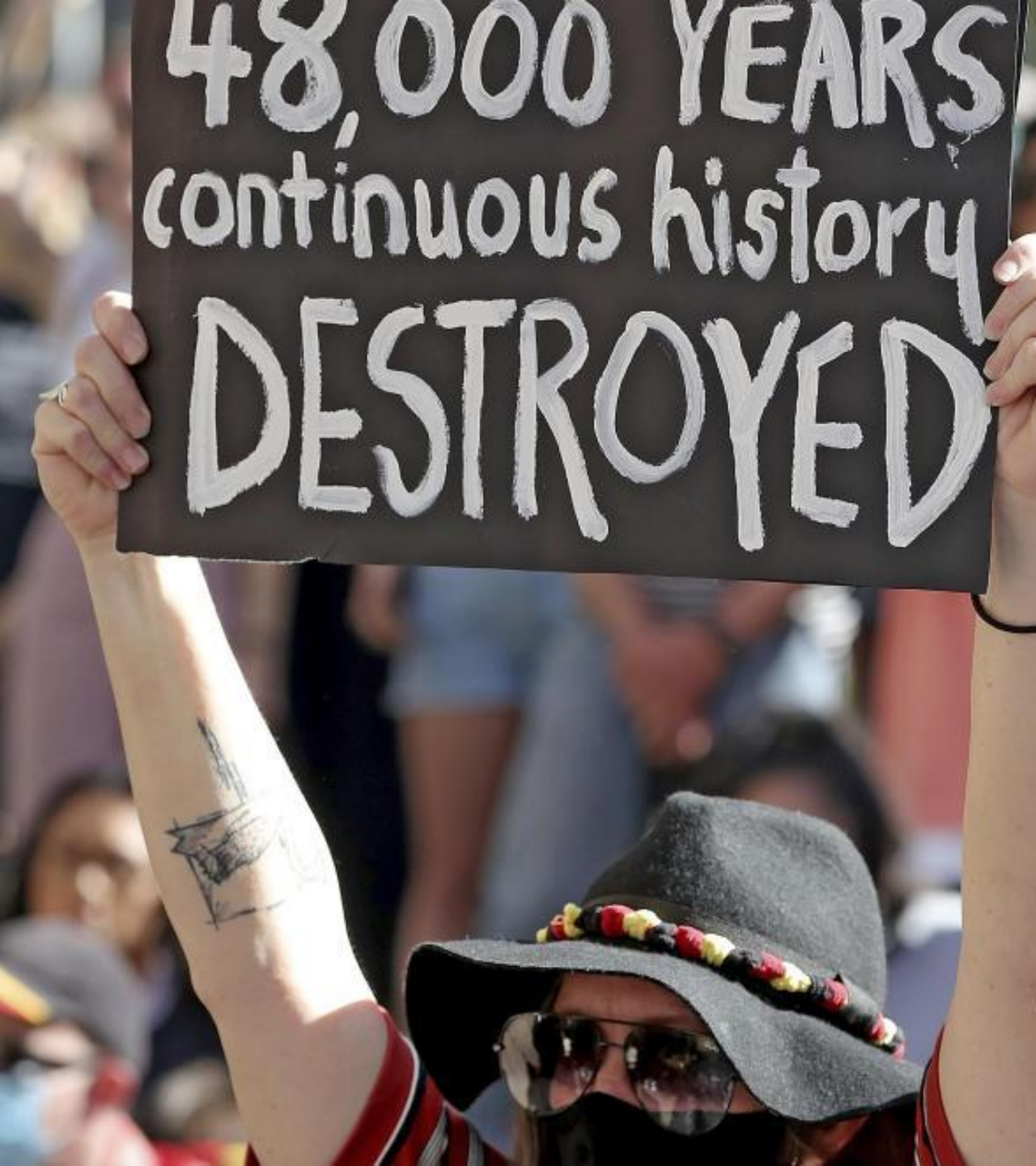


15.1K 4K people are Tweeting about this




adidas

PARLEY



Samfundsansvar



AT ANSÆTTE
GEN Z & α -
WALK THE TALK





Mød sælen Paro...
...den har også
følelser'ish



CASE: J.P. MORGAN COIN *(Contract Intelligence)*

Gennemgår på **få sekunder** antallet af kontrakter, svarende til **360.000 mandetimer**.

Men hvad mere er:
Algoritmen er **mere præcis** end menneskelige advokater.



DIVERSITY OF THOUGHT?





BUSINESS

For \$450, This Japanese Company Will Quit Your Job For You

August 28, 2018 · 2:10 PM ET

BILL CHAPPELL 

Stressed out, overworked, or just over it: Workers in Japan who want to leave their jobs — but don't want to face the stress of quitting in person — are paying a company called Exit to tell their bosses that they won't be back.

People hoping to never set foot in their workplace again pay Exit \$450 to help them quit their full-time jobs; those who have had it with part-time work can pay around \$360. And as [Alex Martin reports for Japan Times](#), "Repeat clients get a [\$90] discount."



People hoping to never set foot in their workplace again pay a startup called Exit \$450 to help them quit their full-time jobs.

erhui1979/Getty Images

