
THE MACROTREND: RESILIENCE CULTURE

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Emergence, Universal Everything

Launched in March, our macrotrend **Resilience Culture** examines why it's time to break free from the rise of populism, comfort zones and safe spaces to relearn resilience and create more future-fit people and, in turn, brands and societies.

To help consumers break out of their mental and physical cocooning, counter-movements are materialising around the world. Schools are exposing pupils to controversial topics, the workplace is putting failure in the spotlight and the technology we rely on is turning its back on us.

Coinciding with this **sense of dislocation**, simmering citizen discontent has ignited our streets and social feeds, embodied most recently by France's gilet jaunes demonstrations, Venezuela's political and presidential unrest, and Extinction Rebellion's global climate change protests.

Powering the rise of Resilience Culture, brands and institutions are driving this new movement, providing the challenges that will force us to recover, cope and transform, amplifying our largely untapped resilience in order to thrive.

To find out how your business can harness Resilience Culture book one of our **dedicated presentations** in London and Australia.