

THOUGHT-STARTER: HAVE HUMANS FORGOTTEN HOW TO BE RESILIENT?

By Livvy Houghton and Holly Friend

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This week, we unveil the three macrotrends defining 2019. The first, Resilience Culture, explores how we have been living in an age of self-censorship, hyper-safe spaces and social comfort zones. But as global anxieties abound, a countermovement of resilience is breaking through.

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We become nestled among the people, platforms, places and behaviours where we feel like one of the crowd. But this bubble-wrapped existence isn't working. As Greg Lukianoff, co-author of *The Coddling of the American Mind*, says: 'We are teaching a generation the habits of anxious, depressed and polarised people, and then we're surprised that they are anxious, depressed and polarised.'

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. Consumers are embracing physical, mental and intellectual risk to re-assert their sense of self, their place in society and their collective strength.

Prepare for The Resilience Movement; watch out for our newest macrorends [here](#).