

A glass sphere, resembling a crystal ball, is the central focus of the image. It is placed on a light-colored, textured surface, possibly a rock or concrete. The sphere perfectly reflects the surrounding environment: a clear blue sky with wispy white clouds, a calm blue lake, and lush green hills and trees. The reflection is sharp and clear, creating a symmetrical image. The background behind the sphere is a blurred natural landscape with green hills under a blue sky.

# Navigating the Future: Business Trends of 2024 and Beyond

**A Guide for Businesses**

[mansfieldchamber.org](https://mansfieldchamber.org)



**The business landscape is undergoing rapid transformation, driven by technological advancements, societal shifts, and evolving consumer expectations. This article aims to provide a 360-degree view of the mega trends, workforce evolution, and emerging life trends that will shape the future of business.**

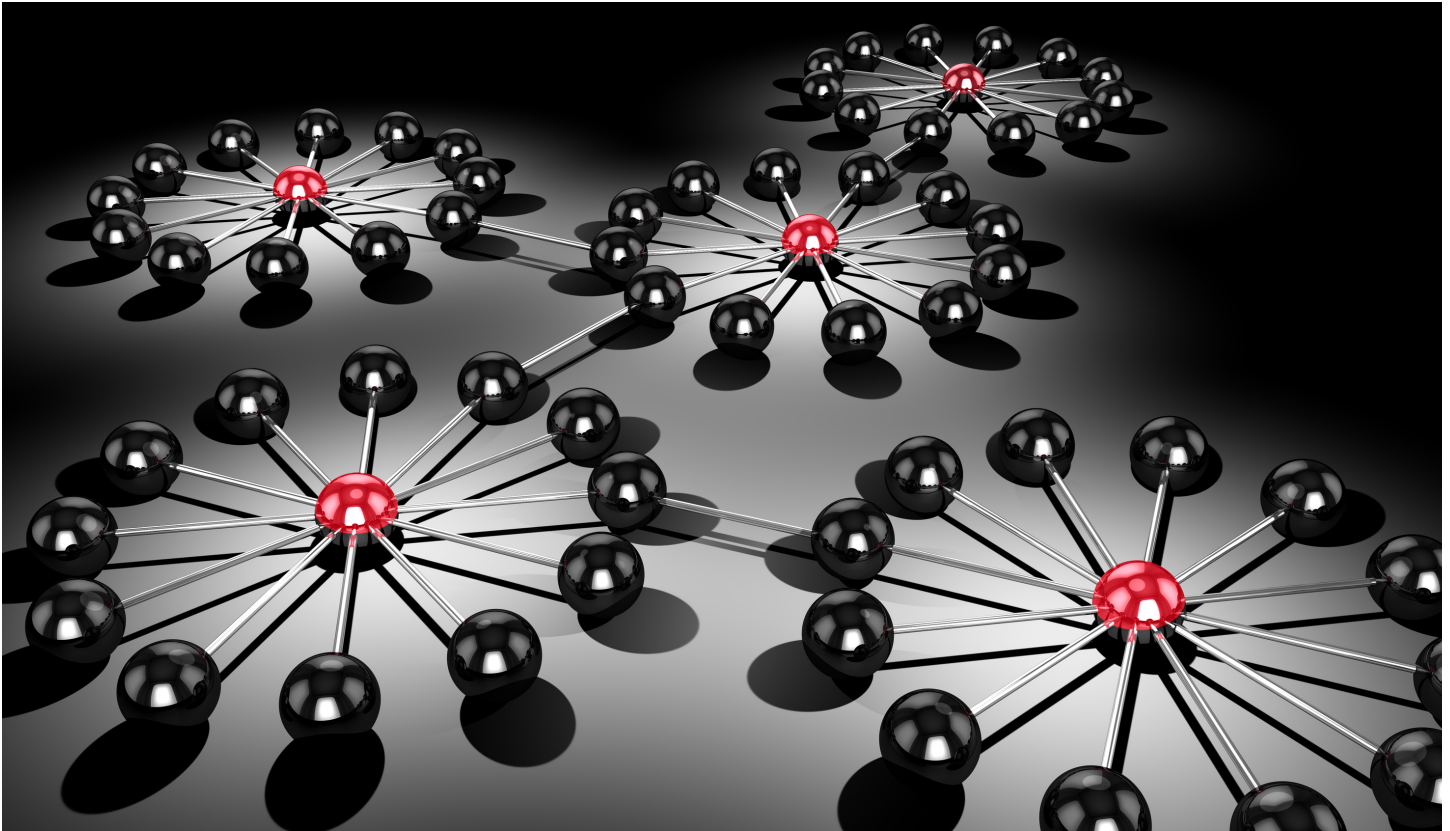
### **The Mega Trends Decoded**

1. The Hyper-Connected World: The transition from 5G to 6G technology will bring about a hyper-connected world, integrating homes, cars, and cities into a unified connected living ecosystem. This will lead to new disruptive business models and a constant state of connection.
2. Dawn of Technology Singularity: The evolution of AI from narrow AI to General AI, and eventually to Super AI, will see machines becoming more intelligent than humans. This shift will create a \$10 trillion opportunity in what is termed an "Autonomous world."
3. Industry 5.0 - The Symbiotic Era: Industry 5.0 will focus on human-robot coworking, reshaping the fundamentals of jobs, skills, and global sourcing. It aims beyond efficiency and productivity, emphasizing the role of industry in society.
4. The Energy Transition: The future of energy will be decarbonized, decentralized, digital, and democratized. This shift includes a move from fossil fuels to renewable energy sources, smaller on-site renewable power generation solutions, and the digitalization of energy infrastructure.





**THESE TRENDS INDICATE A FUTURE THAT IS INTERCONNECTED, TECHNOLOGICALLY ADVANCED, AND FOCUSED ON SUSTAINABILITY AND SOCIAL RESPONSIBILITY. BUSINESSES THAT ADAPT TO THESE CHANGES WILL BE WELL-POSITIONED TO THRIVE IN THE COMING YEARS.**



5. Innovation to Zero: This vision aims for a world with zero crimes, diseases, hunger, and deaths, along with carbon-neutral buildings, cities, and net-zero nations. It's about building a better world through safe, smart, and sustainable practices.

6. Future of Mobility: The future of travel will be faster, smarter, and multi-modal, integrating various energy-efficient transport modes. This includes the introduction of the fourth and fifth dimensions of travel, such as hypersonic speeds and super-surface travel.

7. Future Society and Urbanization: The global population's diversity in age, sex, culture, and wealth will require personalized and customized services. Urbanization rates will increase, especially in small and intermediate-sized cities in Africa and Asia, leading to new markets, products, and services.

8. Economic Powerhouses of the Future - Baby-bust Economies: Emerging economies with large populations are expected to outpace advanced economies in growth. By 2040, developing economies will account for more than 65% of global output, with nations like China, India, Indonesia, Brazil, Mexico, Saudi Arabia, and Nigeria emerging as top economic powerhouses.

These trends indicate a future that is interconnected, technologically advanced, and focused on sustainability and social responsibility. Businesses that adapt to these changes will be well-positioned to thrive in the coming years.



# BUSINESS TRENDS OF 2040: A GLIMPSE INTO THE FUTURE



The year 2040 may seem far away, but it's closer than we think. Businesses that start preparing now will be better positioned to seize the opportunities and navigate the challenges that the future holds.





### **The Rise of Quantum Computing**

By 2040, quantum computing could be mainstream, revolutionizing everything from data encryption to complex problem-solving. Businesses that adapt to this new computing paradigm will have a significant competitive edge.

### **Fully Autonomous Systems**

We're already seeing the early stages of autonomous vehicles and drones. By 2040, autonomous systems could manage entire supply chains, from manufacturing to delivery, requiring businesses to adapt to a new ecosystem where human intervention is minimal.

### **Virtual Economies**

The metaverse and virtual economies will likely be as real and influential as physical economies. Businesses will need to establish a presence in these digital worlds, trading virtual goods and services and even hiring virtual employees.

### **The Decentralized Business Model**

Blockchain technology could enable fully decentralized business models where organizations operate without a central authority. This could lead to more equitable business practices and a shift in how profits are distributed.

### **Human-AI Collaboration**

Rather than replacing humans, AI will work alongside us, enhancing our capabilities. Businesses will need to focus on upskilling their workforce to collaborate effectively with AI systems.

### **Sustainability as a Business Imperative**

Sustainability won't just be a buzzword; it will be a business imperative. Companies will be judged not just on their profits but also on their impact on the planet and society.

### **The Gig Economy 2.0**

The gig economy will evolve into a more sustainable, equitable system, offering workers benefits and security comparable to traditional employment. Businesses will need to adapt to this new labor model, integrating freelancers and remote workers seamlessly into their operations.



"THE FUTURE  
BELONGS TO THOSE  
WHO BELIEVE IN THE  
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– ELEANOR ROOSEVELT

### **Personalized Everything**

With advancements in AI and data analytics, businesses will be able to offer hyper-personalized products and services, tailored to individual preferences and needs.

### **Global Talent Pool**

Advancements in remote work technology will enable businesses to tap into a global talent pool, breaking down geographical barriers and opening up new opportunities for collaboration and innovation.

### **Final Thoughts**

The businesses that thrive in 2040 will be those that are not just reactive but proactive in adapting to these emerging trends. The future is not set in stone; it's shaped by the actions we take today.





# NAVIGATING THE FUTURE: BUSINESS TRENDS OF 2024 AND BEYOND

## **The Autonomous World and AI Revolution**

As we move towards an increasingly autonomous world, AI and automation will play pivotal roles. Generative AI will transform customer experiences, making them more personal and relatable. However, this revolution could disrupt jobs for a significant portion of the global workforce. Businesses need to be agile and flexible, preparing their workforce for new roles that AI and automation will create.

## **The Red World Scenario**

In this future scenario, technology will empower small businesses, allowing them to tap into vast reservoirs of information, skills, and financing. HR will be outsourced, and there will be fierce competition for talent.

## **Labor Market and Social Responsibility**

High-income countries are experiencing tight labor markets, while low-income countries grapple with higher unemployment rates. As Industry 5.0 focuses on sustainable and socially responsible practices, businesses also need to address these labor market disparities. Companies should aim for a diverse workforce that reflects a range of skills and backgrounds, fostering innovation and resilience.

## **The Green World Scenario**

In this future, companies will focus on ethical and ecological agendas, aligning well with Industry 5.0's emphasis on sustainability.

## **Technology's Double-Edged Sword**

While technology offers unprecedented opportunities, it also presents challenges. Businesses need to be mindful of the impact of technology on people's lives, striving to make it a tool for empowerment rather than a source of burden. The pace of automation is also accelerating, with machines expected to perform a larger share of business-related tasks in the coming years.

## **The Yellow World Scenario**

In this future, workers and companies will seek greater meaning and relevance in their work, emphasizing strong ethical and social standards.

## **The Future Work Environment**

The work environment of the future will be characterized by flexible workspaces, less hierarchy, and a big emphasis on wellness. Wearable devices will guide workers to their workspace, and AI helpers like Siri or Alexa will assist in routine tasks.

## **The Blue World Scenario**

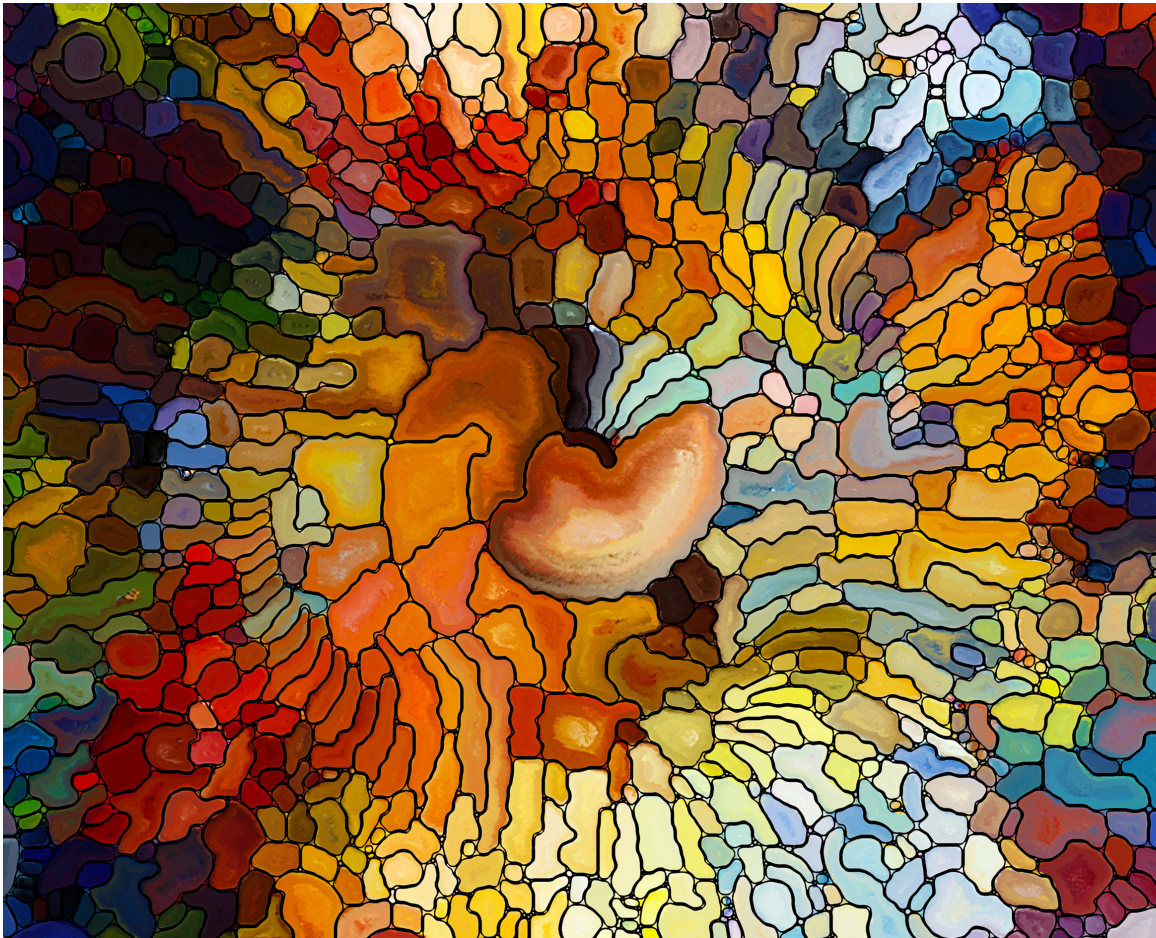
In this future, global corporations will become larger and more influential, fiercely competing for top talent and focusing on protecting their profit margins.

## **Most In-Demand Skills for the Future**

Higher cognitive skills, social and emotional skills, and technological skills will be the most sought-after in the future. Businesses should invest in training programs aligned with these future needs to ensure they have a skilled and adaptable workforce.

## **Final Thoughts**

The future is a complex web of interconnected trends that will impact businesses in multiple ways. Companies that are proactive in understanding these trends and agile in adapting to them will not only survive but thrive in the evolving landscape.





## WHAT WILL “WORK” LOOK LIKE?

# FUTURE LOADING

According to independent studies published by CBRE and Genesis, and a report in WSJ, the workplace in 2030 will be very different from the one seen today. Here is a glimpse of how work in 2030 could look like:

1. There Will Be “Places to Work”- The best workplaces will have different quiet areas so that workers have choices to where they want to work, eliminating assigned seating altogether.
2. Smaller Individual Organizations- There will be smaller corporations. With so much opportunity for collaborations, there will be no need to build a costly big business.
3. Less Hierarchy- Everyone will be a leader. Work will thrive in teams, not with dictators.
4. Big Emphasis on Wellness- Offices will be much healthier environments, whether that’s good lighting, relaxation areas, sleeping rooms, music, pets at work, etc.
5. Need For a “Chief of Work” Role- The Chief of Work will set the culture in the organization. This role could also feature amongst the best jobs for the future.
6. Flexible Floor Plans- When workers arrive at their office building, wearable devices will let them know what floor to go to, that can be changed based on sensor data.
7. Goodbye, Desk- There won’t be any physical desks; employees will just park themselves anywhere and have a simulated office before their eyes.
8. Your Robot Assistant- All workers at all levels will be using robotic helpers in the future like Siri or Alexa, to sort through incoming email, schedule meetings, create spreadsheets, etc.
9. Smarter Brainstorming- Most meetings will take place between different groups of workers in multiple locations, allowing seamless sharing of ideas and brainstorming across time zones.
10. The Virtual Water Cooler- Informal get-togethers will take place via virtual and augmented reality headsets.

McKinsey Global Institute’s research report has highlighted the top three skill sets workers will need to secure the best careers for the future. These most in-demand skills for the future are:

1. Higher cognitive- These include advanced literacy and writing, critical thinking, and quantitative analysis and statistical skills. Doctors, accountants, research analysts, and writers use these.
2. Social and emotional- These include advanced communication, empathy, to be adaptable, and the ability to learn continuously. Business development, programming, and counselling require these skills. These jobs are also amongst the best careers for the next ten years.
3. Technological- This includes everything from basic to advanced IT skills, data analysis, and engineering. These future skills are likely to be the most highly paid.



## TOP FUTURE JOBS IN 2030

Analyzing the major technological and business trends today, [Cognizant](#) and [ZDNet](#) propose the best jobs/careers to emerge over the next 10 years will include:

- 1. Virtual Store Sherpa**- will focus on customer satisfaction through virtually advising customers using the knowledge of the product line.
- 2. Personal Data Broker**- will ensure consumers receive revenue from their data. The broker will establish prices and execute trades.
- 3. Personal Memory Curator**- will consult with patients and stakeholders to generate specifications for virtual reality experiences.
- 4. Augmented Reality Journey Builder**- will collaborate with talented engineers and technical artists to develop vital elements for clients.
- 5. Highway Controller**- will monitor automated road and air space management systems to ensure no errors occur.
- 6. Body part maker**- will create living body parts for athletes and soldiers.
- 7. Nano-medic**- will transform healthcare.
- 8. GM or recombinant farmer**- will transform farming and livestock.
- 9. Elderly wellness consultant**- will cater to the physical and mental needs of the elderly.
- 10. Memory augmentation surgeon**- will boost patients' memory when it hits capacity.
- 11. 'New science' ethicist**- will ford the river of progress.
- 12. Space pilots, tour guides, and architects**- will allow pilots, tour guides, and architects to live in lunar outposts.



# THE PACE OF TECHNOLOGICAL PROGRESS IS ACCELERATING EXPONENTIALLY, AND IT'S ONLY GOING TO GET FASTER.

"The quote by The Future Is Faster Than You Think encapsulates the breathtaking reality of our rapidly changing world.

With each passing day, the pace of technological progress accelerates exponentially, propelling us into an era where innovation becomes the norm.

This quote serves as an awakening, reminding us that the rate at which we have witnessed advancements in the past is merely a glimpse of what lies ahead. In the face of this rapidly evolving landscape, it becomes imperative for us to not only adapt but also to cultivate a mindset that embraces change. The

quote foretells a future where possibilities become boundless, where the limitations of our present thinking will be shattered by the extraordinary expeditions of our collective ingenuity. As we brace ourselves for the unknown, this quote compels us to step boldly into the future, acknowledging that the pace at which we perceive time and progress will continue to surge indefinitely."

