



POST COVID-19
FUTURE OF BUSINESS

ULTERIOR
FUTURES

the colour of tomorrow

Growth? or Progress?



Resorting to aggressive consumer spending policies?
Fear of stranded assets stalls decarbonisation?
A hierarchy of emergency?



Or driving circular business transformations - the greatest
business opportunity ever seen by our species.





The Digital Bubble Bursts

Companies already struggling with digital transformation will refocus on their core business, assets and people. Talent, start-ups and innovation will all be impacted.

The Ethonomy Emerges

In the future every company will not be a technology company. Global impact of COVID-19 will accelerate the drive towards interdependence, ecosystems, ethical capital and people.

zero-sum to hero-sum



Bigger data

Subverting the marketing-industrial complex

COVID-19 exposes the importance of data to protecting populations, not just selling them stuff. Governments will explore real-time CoREs and use federation and blockchain, redefining data use and benefit.



Digital reduced intermediaries & created global efficiencies, but also reduced resilience & created concentration of dependence. With Internet bifurcation coming businesses must focus on more resilience.

Decoupling globalisation from rationalisation

Not Singularity but LIMINALITY

The linear consumer economy was a great start-up but it won't scale. The Change Industry can't just promise technological singularity any longer - it has to deliver a blueprint for progress, a **PIVOT** to the **CIRCULAR ETHONOMY**.



Key for Leaders and Organisations

P.I.V.O.T

Purpose | Interdependence | Value | Openness | Trust

Key for Leaders: Zoom-In Zoom-Out strategies; Causative Leadership; Vision; Breadth, EQ.

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