

# 12 bullets by Futurist Gerd Leonhard: essential With/Post Corona Foresights (updated 10/20/20)



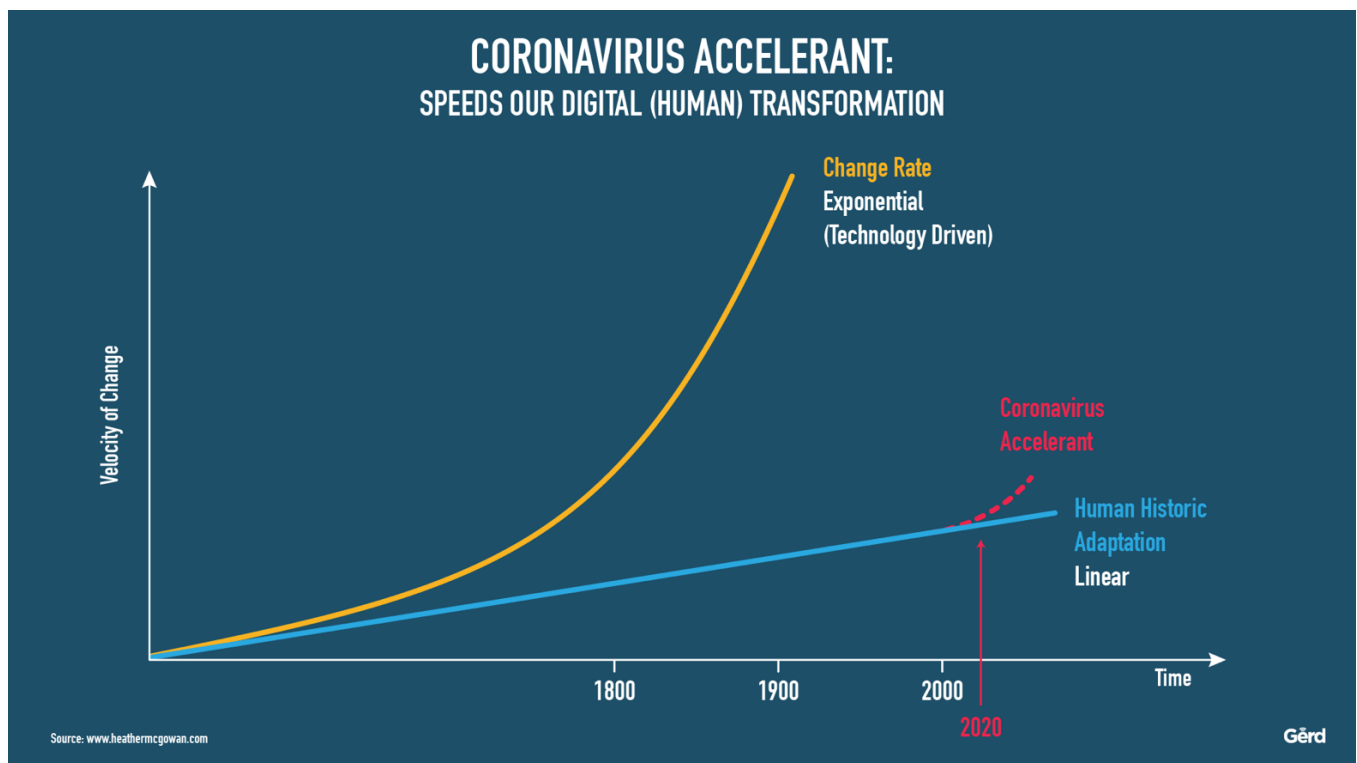
It's pivot time. Survive, adapt, change and transform.

In March 2013, when the Covid-19 crisis became the dominant narrative, I wrote a [fairly lengthy piece on The Great Transformation](#) and what our world could look like, [backcasting](#) from late 2020. Some of my observations have panned out pretty well, other ones are still in the making (such as the future of the U.S. – On that note be sure to read my new and pretty daring piece on '2021 will bring [the great American pivoting](#)'). Since then, many of you have requested a shorter take on the 'with/post-corona future), so here, below, it is, updated on October 20, 2020. One thing I changed is the designation of the era we are living in, from post-corona future to *with-corona future* as that is our new reality (no, sorry, we are [not going back to 'normal'](#)).

**Covid-19 is a great accelerator:** anything that was nascent before and

that has proven to be of strong value during the crisis (working from home, webinars, e-commerce, remote learning, localised tourism etc), is here to stay.

Please visit my [PostCoronaFuture hub](#) (weekly updates!), and [watch my short film on the impact of Covid19](#) (also embedded below), and visit my new '[uncut / full-length keynote videos](#)' page. [Read my latest Forbes.com](#) contribution on my key learnings from Covid-19.



This is not just a great recession – it's a [gr8transformation](#)

*Only a crisis – actual or perceived – produces real change. When that crisis occurs, the actions that are taken depend on the ideas that are lying around (Milton Friedman).*

**So here are some of my ideas that are 'lying around'!!**

1. Healthcare will once again become a public matter and government responsibility, and in many regions of the world the spread of privatized healthcare will be reversed (yes, in the [U.S. ... in 2021](#)). Investments in healthcare, particularly in bio-technologies, will skyrocket. Millions of new jobs will result. Complex ethical challenges will emerge, related to 'big data', tracking & surveillance, [AI/IA](#) and [human genome](#) editing.

2. The fossil fuel industries (oil, gas and coal) will increasingly become [burning platforms](#), even faster than before. Institutional [divestment](#) from fossil fuels is reaching record heights and there's a huge influx of new money going into sustainable energy, and support on what the WEF calls '[nature positive solutions](#)'. This could generate millions of new jobs – if we are putting enough funding behind it. [Big Green](#) is coming, warp-drive!

3. 'Big-Tech' will be even further entrenched in our daily habits and rituals ([remote/tele everything](#)), but the industry will also be increasingly [challenged on its ethics](#), values and responsibilities. '[Too-much-of-a-good-thing](#)' will become the key challenge and regulation debates will rage. Will it be humanity [on-top of technology](#) or should we really seek to '[transcend human limitations](#)'? (Watch '[Social Dilemma](#)' on Netflix).

4. During and after this crisis, wide-spread mass surveillance and digital tracking will become the new normal in many countries, spreading beyond cities and public spaces to the workplace and thus private life at home. In many democratic countries, going back to the pre-corona norms on surveillance will become a [wicked problem](#).

5. Once we actually enter a 'post-corona' era, new global travel rules will include the medical vetting of long-distance travellers and the universal enforcement of [carbon taxes](#). Multinational companies will move many of their upcoming meetings, events and conferences to increasingly sophisticated virtual platforms and telepresence systems (including AR, VR, MR – mixed reality- and [holograms](#)). And I will fly to Beijing or Rio... in a holographic room at Zurich Airport.

6. Remote and tele-working ([Cloud-Working](#)), virtual meetings and [digital conferencing](#) will become an established everyday habit, catalysing the convergence of work and home and requiring the rapid adaptation of our pre-corona social contracts and the traditional logic of social security (watch my film [HowTheFutureWorks](#), below!)

7. Global [hyper-collaboration](#) goes into warp-drive, pioneered by the

scientific communities during the early days of the crisis, and soon to be fuelled by a vast influx of public funding of scientific collaboration platforms to prepare for the coming challenges of the next pandemics, [AGI](#), geo-engineering and human genome editing.

8. I foresee that in 2021, '[strong-man](#)' and populist politicians harking back to a vanished past will be ousted or sidelined, and that a new generation of foresightful leaders (millennials and [females](#)) will take their place. However, at the same time staunchly autocratic regimes are likely to seek to expand their power over their citizens using the crisis as an excuse for maintaining draconian surveillance measures. Thus, Covid19 may inadvertently also [facilitate the spread of authoritarianism](#) – where such a tendency existed before the crisis (possibly in countries like Hungary and Poland?)

9. Because of Covid-19, the European Union is forced (as well newly authorised) to think and act as a *truly* united region – the [United States of Europe](#) will emerge much quicker than anticipated, and after the 2020 U.S. elections Europe [will HOPEFULLY have a better relationship with the U.S. again.](#)

10. Post-Corona, conventional capitalism that prioritised owners and shareholders at the expense of everything/one else (including a proper public healthcare system) will shrivel, and more inclusive and sustainable economic models will gain traction – [sustainable capitalism](#) is finally on the horizon. [Read](#) this.

11. How we manage our [agricultural ecosystems and food supplies](#) will change dramatically, with a new emphasis on self-sufficiency, local supply and vegetarian diets. And yes, the [carbon tax on meat](#) is coming, as well.

12. Because of [what we learned](#) during this crisis, human-only attributes, human-to-human interactions, tacit knowledge, [EQ \(not IQ\)](#) and what I call the [Andorithms](#) (the opposite of algorithms) will be increasingly more important than logic, data, algorithms and 'machine intelligence'.

Because: Whatever is easy for a human is hard for a computer, and nice versa (the [Moravec Paradox](#))

Related must-reads:

[WEF: Corona and Capitalism](#)

The Great Transformation: Futurist Gerd Leonhard's short film on ho...

Watch my short film !

## Gerd.Live #3: Jennifer Morgan, CEO #greenpeace, in conversation w...

Must watch conversation with Greenpeace CEO Jennifer Morgan

### Sustainability is now a FIDUCIARY ISSUE; Al Gore started this theme in 2012!

“Sustainable Capitalism seeks to maximise long-term economic value creation. It explicitly integrates environmental, social, and governance (ESG) factors into strategy, the measurement of outputs and the assessment of both risks and opportunities. Sustainable Capitalism encourages us to generate financial returns in a long-term and responsible manner, and calls for internalising negative externalities through appropriate pricing”



HOLISTIC



CIRCULAR



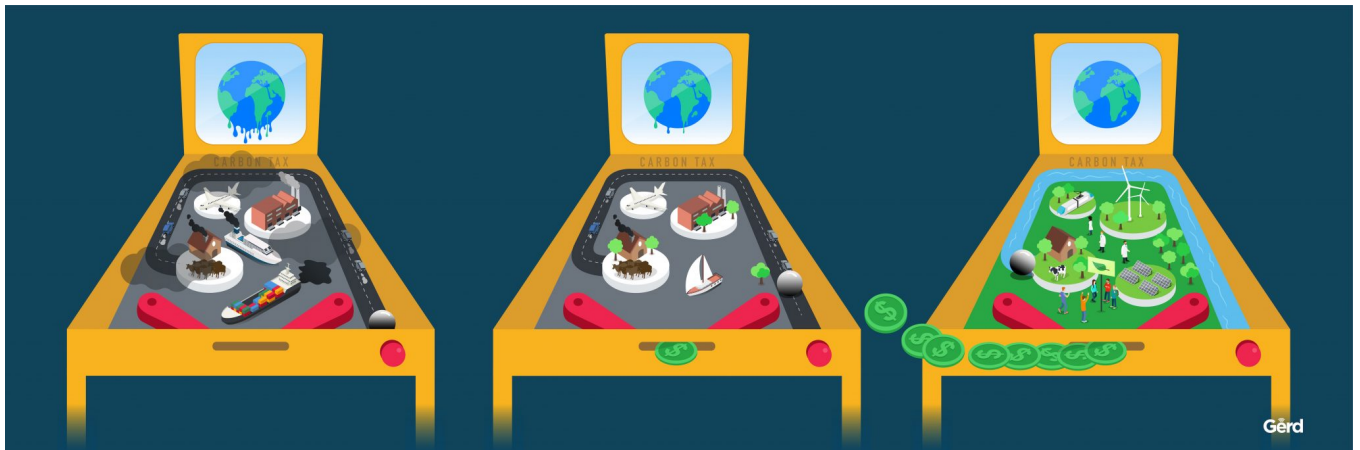
HUMAN

Gerd

A slide pulled from one of my recent keynotes



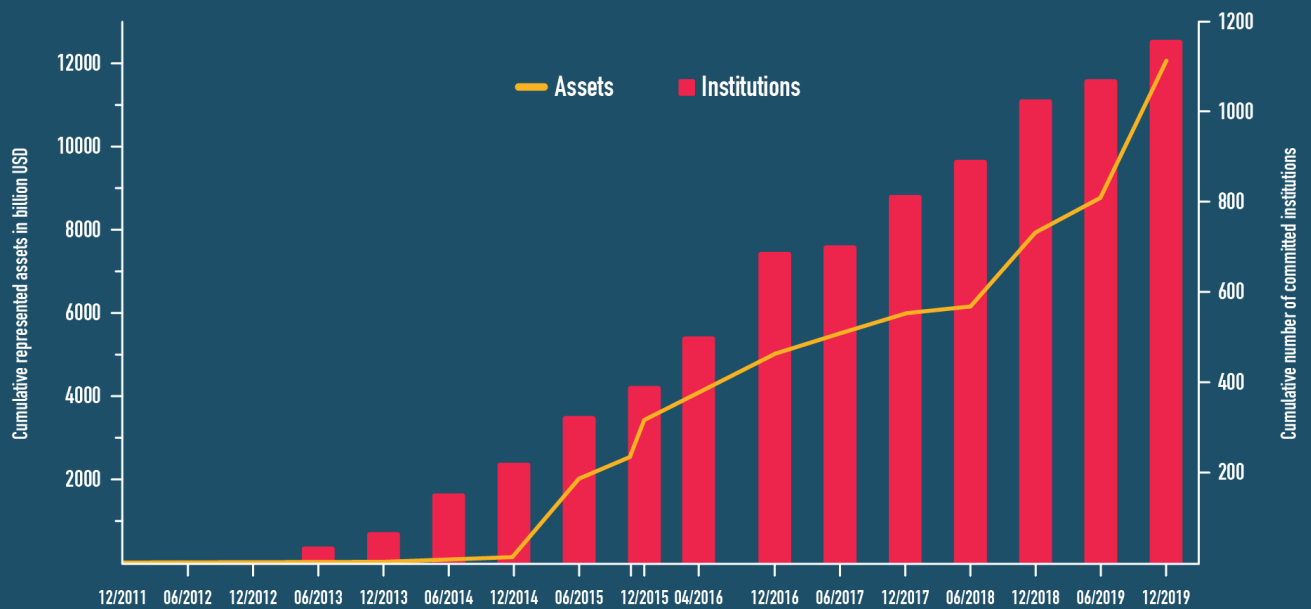
the 'lost year'?



Mandatory carbon taxes are coming



## GROWTH OF FOSSIL-FUEL DIVESTMENT



Source: Arabella Adv. MCSI et al.

G&R

The end of oil is near

How The Future Works: Why your ultimate job is to be HUMAN. A fil...

My new film (Jan 2020 – pre-corona:)





The future of airlines looks bleak



[Read more](#)

Have more time to read? Try my book:)