

NON OBVIOUS MEGATRENDS

How to See What Others Miss and Predict the Future

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MAIN IDEA

There are ten powerful and non-obvious megatrends which will impact on the world of business over the next decade and beyond. Knowing of these trends is helpful, but if you can put these insights into action, you can join the disruptors instead of getting disrupted.

Those trends are:

10 NON-OBVIOUS MEGATRENDS

- 1 AMPLIFIED IDENTITIES
- 2 UNGENDERING
- 3 INSTANT KNOWLEDGE
- 4 REVIVALISM
- 5 HUMAN TOUCH
- 6 ATTENTION WEALTH
- 7 PURPOSEFUL PROFIT
- 8 DATA ABUNDANCE
- 9 PROTECTIVE TECH.
- 10 FLUX COMMERCE

"You can't understand the world better simply by reading about it as much as possible. You do so by being intentional about what you pay attention to in the first place. What if you could become a lifelong learner, curious about the world and able to see, understand, and expect things others miss? And what if, once you put all the pieces together, you could actually learn to predict the future. You can, and my ambitious aim is to teach you how to do it. I call my approach Non-Obvious Thinking, and it can change your life."

– Rohit Bhargava



1	AMPLIFIED IDENTITIES	6	ATTENTION WEALTH
2	UNGENDERING	7	PURPOSEFUL PROFIT
3	INSTANT KNOWLEDGE	8	DATA ABUNDANCE
4	REVIVALISM	9	PROTECTIVE TECH.
5	HUMAN TOUCH	10	FLUX COMMERCE

THE BENEFITS OF NON-OBVIOUS THINKING Page 2

Non-obvious thinkers have a growth mindset and see what others miss.

TREND #1 – AMPLIFIED IDENTITIES. Page 3

People will carefully cultivate how they are perceived online and offline.

TREND #2 – UNGENDERING Page 3

Traditional gender divisions and labels will be replaced by fluid identities.

TREND #3 – INSTANT KNOWLEDGE Page 4

People will consume bite-sized knowledge on-demand but ignore wisdom.

TREND #4 – REVIVALISM. Page 4

People will seek out nostalgic experiences which remind of trustworthy times.

TREND #5 – HUMAN TOUCH Page 5

Authentic and "imperfect" experiences delivered by humans will be highly valued.

TREND #6 – ATTENTION WEALTH Page 5

Attention is highly valued, and people will trust those who communicate authentically.

TREND #7 – PURPOSEFUL PROFIT. Page 6

Making a profit is fine, but customers will take a stand on putting purpose before profits.

TREND #8 – DATA ABUNDANCE Page 6

The more data that gets generated, the bigger the question becomes about who owns it.

TREND #9 – PROTECTIVE TECH.. . . . Page 7

People will come to understand the trade-offs between predictive technology and privacy.

TREND #10 – FLUX COMMERCE. Page 8

Consumers are becoming more agnostic about how anything gets bought and sold.