

Is your strategy capitalising on the **7 great grey elephants** of a transformative change?

'Grey elephants' represent significant, yet often overlooked trends, that have far-reaching implications for businesses. These encompass major socio-economic, environmental, and technological trends that, while visible, are frequently ignored.



THE SEVEN GREY ELEPHANTS AT A GLANCE:

- 1 Angry People:** Reflects the growing public discontent and social unrest. Businesses must navigate this landscape sensitively and ethically.
- 2 Ageing Populations:** An increasing ageing population poses unique challenges and opportunities in markets and workforce management.
- 3 Intelligent Advances:** Rapid advancements in technology, AI, and automation demand adaptation and continuous learning.
- 4 Angry Planet:** Climate change and environmental degradation require sustainable practices and innovation.
- 5 Multipolarity:** The shift in global power dynamics necessitates a re-evaluation of international business strategies.
- 6 Inequality:** Rising economic and social inequalities call for more inclusive business models and practices.
- 7 Big Squeezes:** Economic pressures such as rising costs and supply chain disruptions, require businesses to develop agile and resilient responses.

Recognising these elements is vital for future-proofing businesses and staying ahead in a competitive environment. They are crucial for strategic planning in a rapidly evolving global landscape.

THE SEVEN QUESTIONS YOU SHOULD CONSIDER:

- 1 Angry People:** What role can your company play in actively shaping a more equitable future?
- 2 Ageing Populations:** How is your company preparing to meet the challenges and opportunities presented by demographic shifts towards an ageing population?
- 3 Intelligent Advances:** How is your business integrating AI and other technological advancements to enhance efficiency and create new value propositions?
- 4 Angry Planet:** How might your company's operations need to adapt to increasingly volatile natural environments over the next decade?
- 5 Multipolarity:** What changes in your strategy are required to adapt to the redistribution of global power and ensure sustained growth?
- 6 Inequality:** What initiatives could your company implement to address social and economic inequality within the communities it operates?
- 7 Big Squeezes:** What future scenarios are you preparing for where current pressures become more severe or widespread?

We are living through a transformation. Ancient Greeks called these periods Kairos, moments of dramatic change when the leaders who are tuned to change can grab opportunity to create the future. Kairos was believed to be a God with wings and if you were aware of your surroundings, you would see Kairos approaching and prepare to grab the opportunity as it flew past, never to be grabbed again.

By incorporating an awareness of grey elephants into your strategic planning, you will be able to seize your own Kairos moment - anticipate challenges, seize opportunities, and remain resilient in the face of change.

Contact us to discuss how your organisation can turn these challenges into avenues for growth and innovation: steve@tomorrowtoday.consulting

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