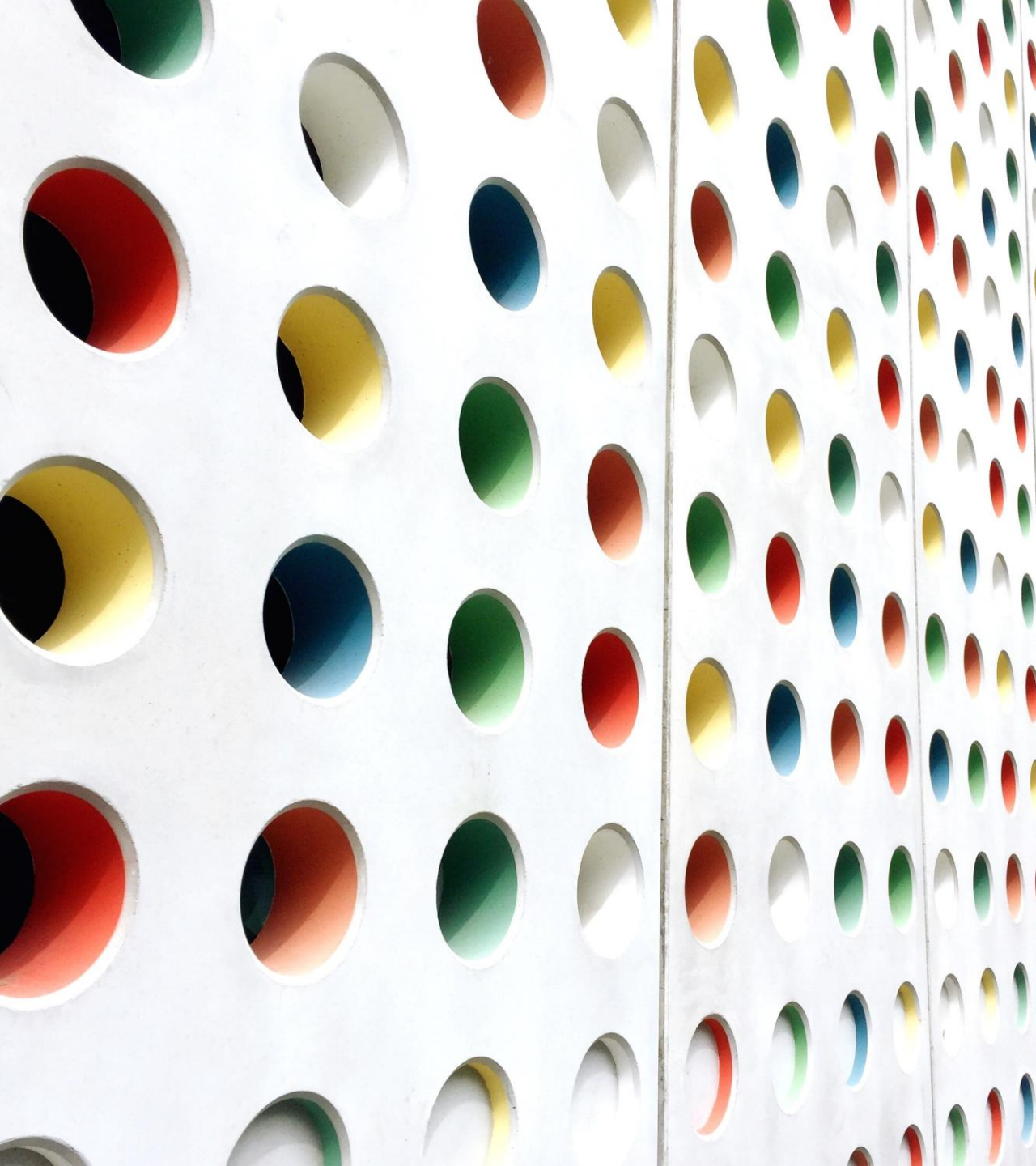




Future ready

shaping what comes next



OLGA MARTENS-STUURMAN

SEP 2026

Future Ready

The ability to anticipate and adapt to external changes and the state in which we turn uncertainty into an advantage, enabling us to better navigate a rapidly changing world



To become Future-Ready



...think like a futurist

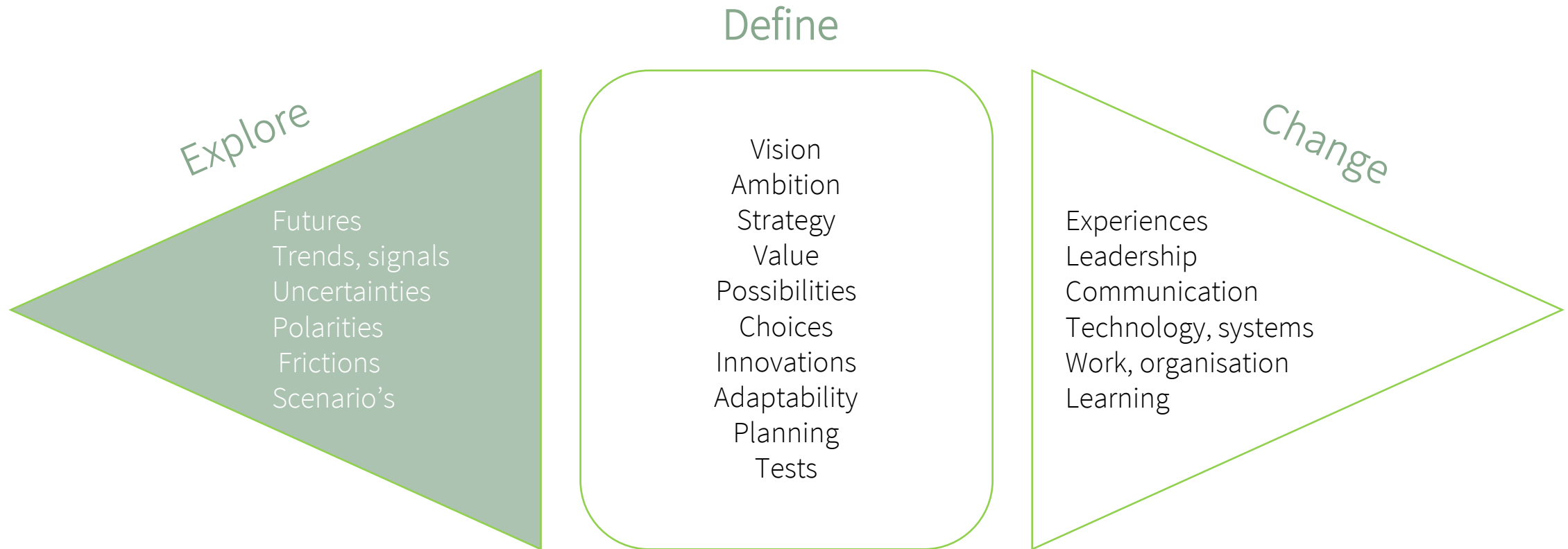


...experiment constantly



...collaborate broadly

Futures thinking



You can't hide from a megatrend

touching everyone on the planet and shaping our world for many years to come

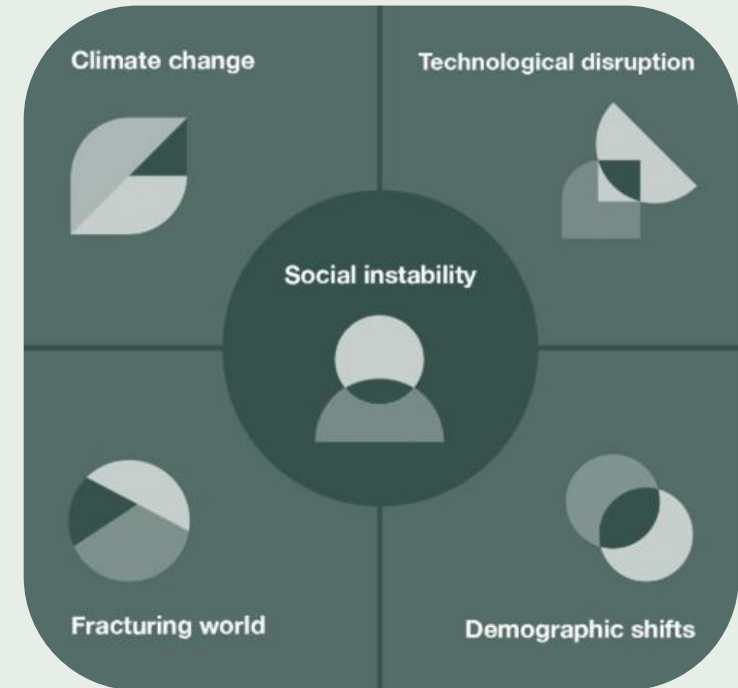
Climate change: global temperatures are rising, and extreme weather events are becoming more frequent and severe

Technological disruption: transformative technology enable huge value creation, but harmful consequences are difficult to mitigate

Demographic shifts: median age around the globe is increasing, at different rates and from different starting points

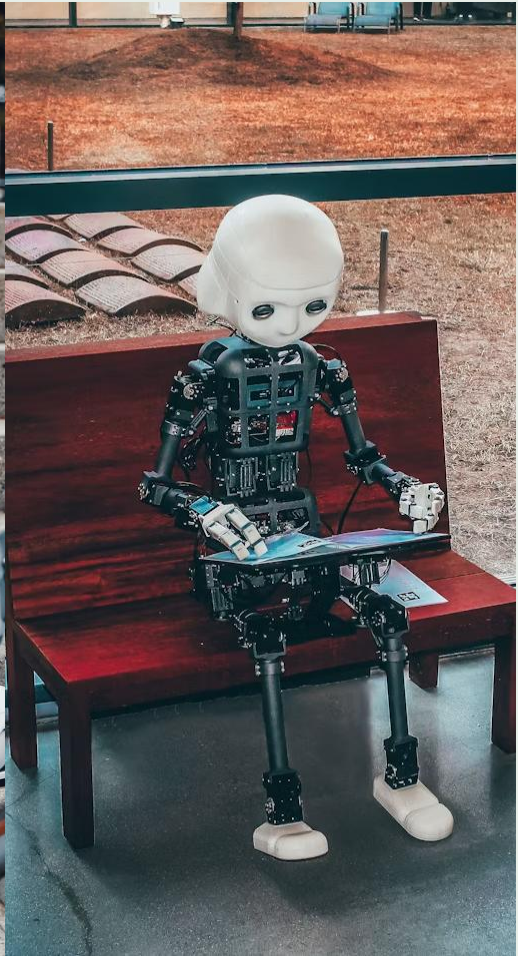
Fracturing world: nations are competing for influence, and increasingly turning their focus inwards

Social instability: massive pressure resulting from polarization, disruption, demographic change, and eroding trust



Strong signals rising up

drivers of change influencing tomorrow's way of working



PURPOSE MATTERS

MODERN WORKFORCE

EVOLVING EXPECTATIONS

FLUID REALITIES

AI EVERYWHERE

Weak Signals

subtle, early-stage trends that could become transformative

Micro credentials and
skill powered work

1

“DEGREES OUT, BADGES IN”

The shift from degree-based
hiring to skill-based hiring

Neurotechnology
in HR

2

“BRAINS ON THE JOB, LITERALLY”

Brain-computer interfaces &
cognitive augmentation for
workforce optimization

Algorithmic Work
Management

3

“YOUR BOSS IS A BOT”

Using algorithms to assign
tasks and measure
performance in real-time

Digital Nomadism

4

“WORK FROM ANYWHERE”

Countries offering digital
nomad visas

Weak Signals

subtle, early-stage trends that could become transformative

Workplace Gamification

5

“LEVEL UP YOUR DAY JOB”

Using rewards, leaderboards, and challenges—can drive engagement and learning

Emotional AI

6

“YOUR MOOD, DECODED BY AI”

AI analyzes employee emotions through text, video, or voice

Wellness Technology

7

“WEARABLES FOR WORK-LIFE ZEN”

Track health metrics like sleep, stress, and activity for corporate wellness programs.

Hyper-Personalization

8

“YOUR JOB, YOUR WAY”

Personalized experiences in everything—from benefits to learning to work schedules

MINDSET

SKILLSET

TOOLSET

HEARTSET

FUTURE





[Children Of Different Ethnicities](#)



[If walls could speak](#)



[Don't fear the other side](#)

“ The future isn't something we predict; it is something we create through the choices we make **today**.

Frederik G. Pferdt, author of “What's next is now”