

De wereld is rond

Een optimistisch plan voor een post corona wereld

**Managementboek
van het jaar 2020**

“

Jo Caudron doet ons
geloven in een betere
wereld die zomaar
binnen handbereik lijkt.

Uit het juryrapport

[BEKIJK HET BOEK](#)



Jo Caudron
SCOPERNIA
13/05/2020

Georganiseerd door

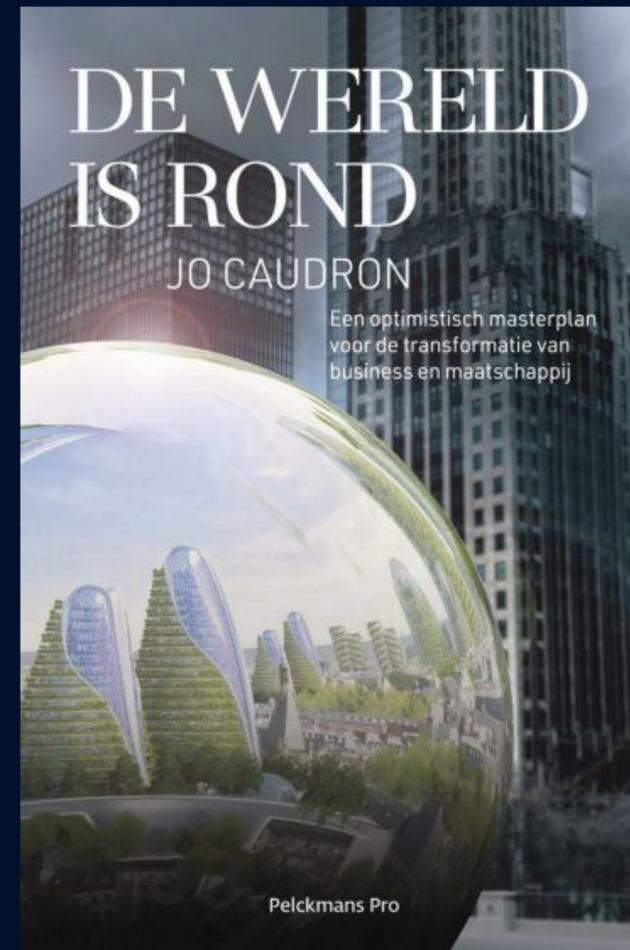
BOFIDI

Accountants & Advisors

Welkom



Jo Caudron
Scopernia



Johan Peeters
CEO BOFIDI

THANK YOU FOR PARTICIPATING!



WEBINAR PRINCIPLES



**Mute your microphone
if you're not speaking**



**Questions are welcome, but
use the "Chat function" of
Zoom**



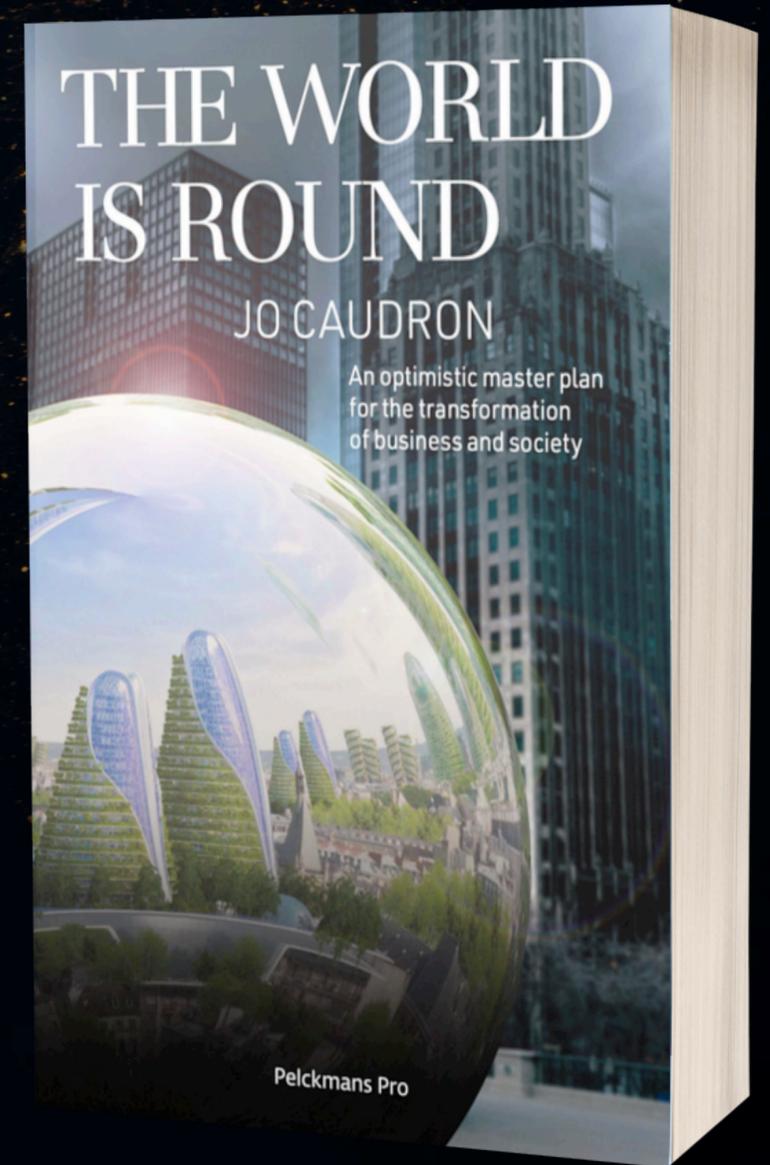
**When technical issues:
send a message to panelists**

THE WORLD IS ROUND BEYOND CORONA

A presentation by **Jo Caudron**

jo.caudron@scopernia.com

00 32 475 43 80 98



THE CORONA EFFECT

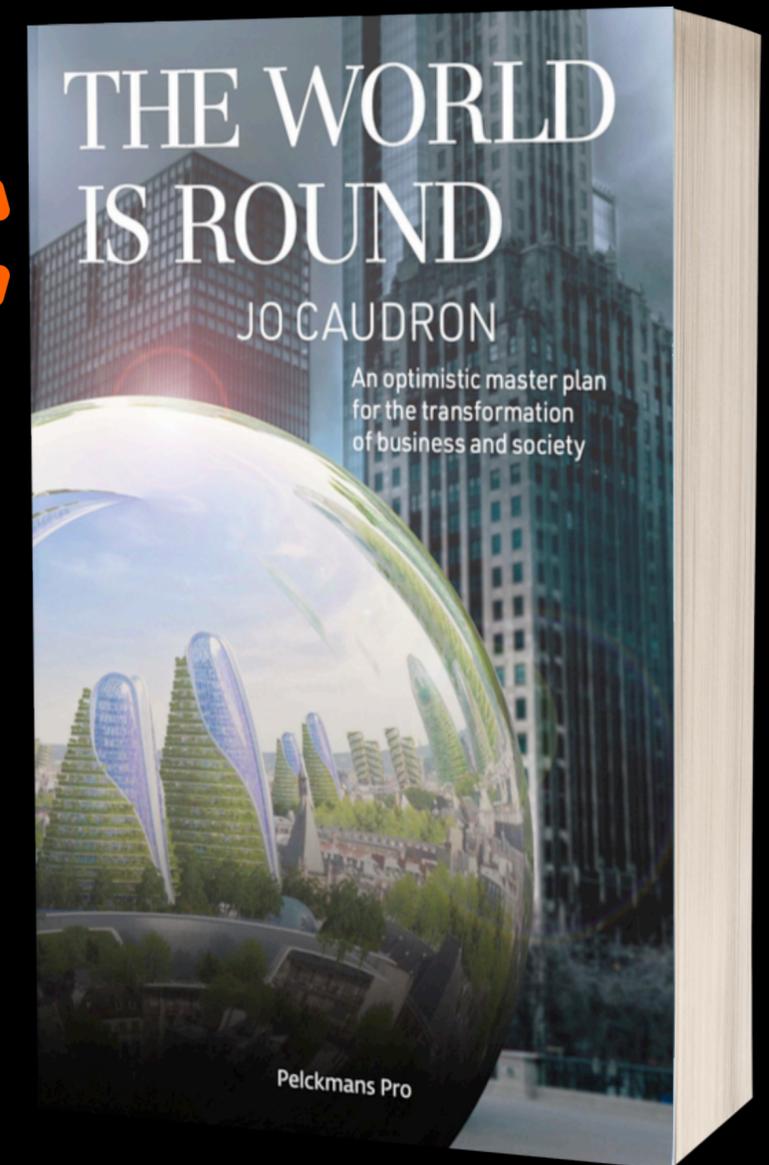
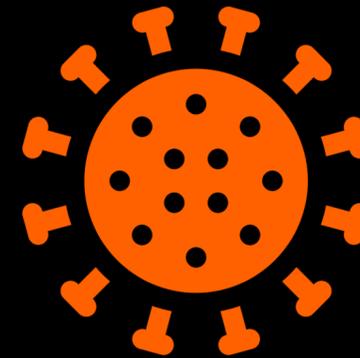
10-10-10

10 years, it would take in *The World Is Round* to have a substantial minority voluntarily adopt a new way of living, working, moving, care, education, ...

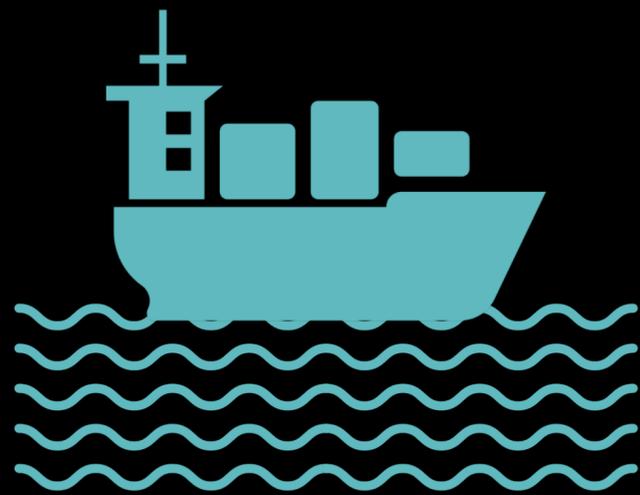
10 days, it took the Coronavirus to force almost everyone in this new reality

10 months, is what it will take to make all of this “the new normal” and to change the world forever.

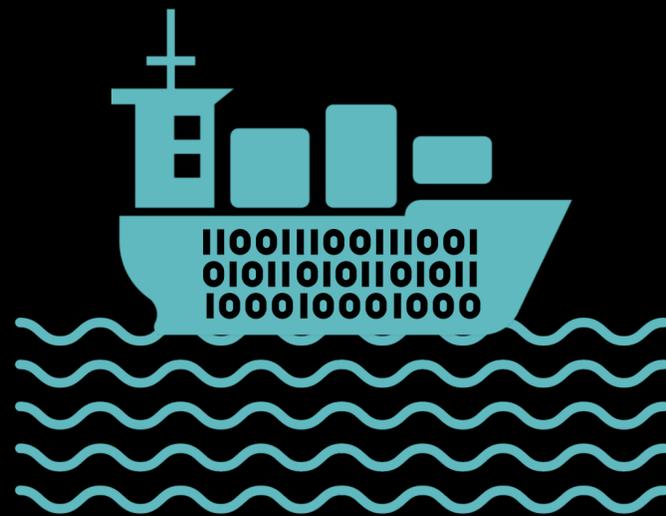
What can we learn about the future?



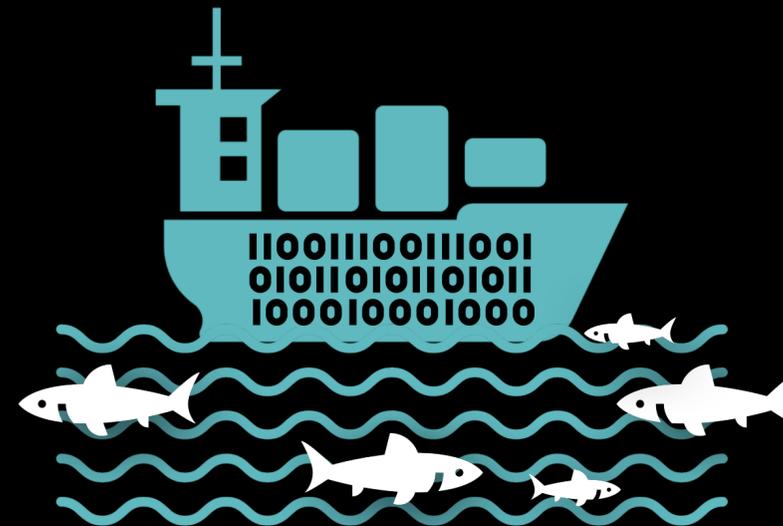
In the beginning
there was your
**stable corporate
motherhip**



Then you **digitised**
it to make it more
efficient and all
modern



And then you were
attacked by the
**digital disruption
sharks**



But now you have
a **transformation
plan**, right?



But first some history

-  Sustainability challenges
-  New business models & players
-  Globalization under pressure
-  Flexible jobs, reinventing work
-  AI, robots, ...

THE FUTURE OF WORK

YOUR INDUSTRY



-  Sustainability challenges
-  Reconnecting in Urban Village
-  Linear living is a problem
-  Different work/life planning

THE FUTURE OF LIVING

But what if this is not enough?

-  Less commuting
-  Different mobility models
-  Policy changes
-  Sustainability challenges

THE FUTURE OF MOBILITY

- Climate
- Longevity
- (Food) Production
- Super-diversity & migration
- Globalisation vs local economy
- Healthcare
- Education

THE METASTORM

Future Challenges

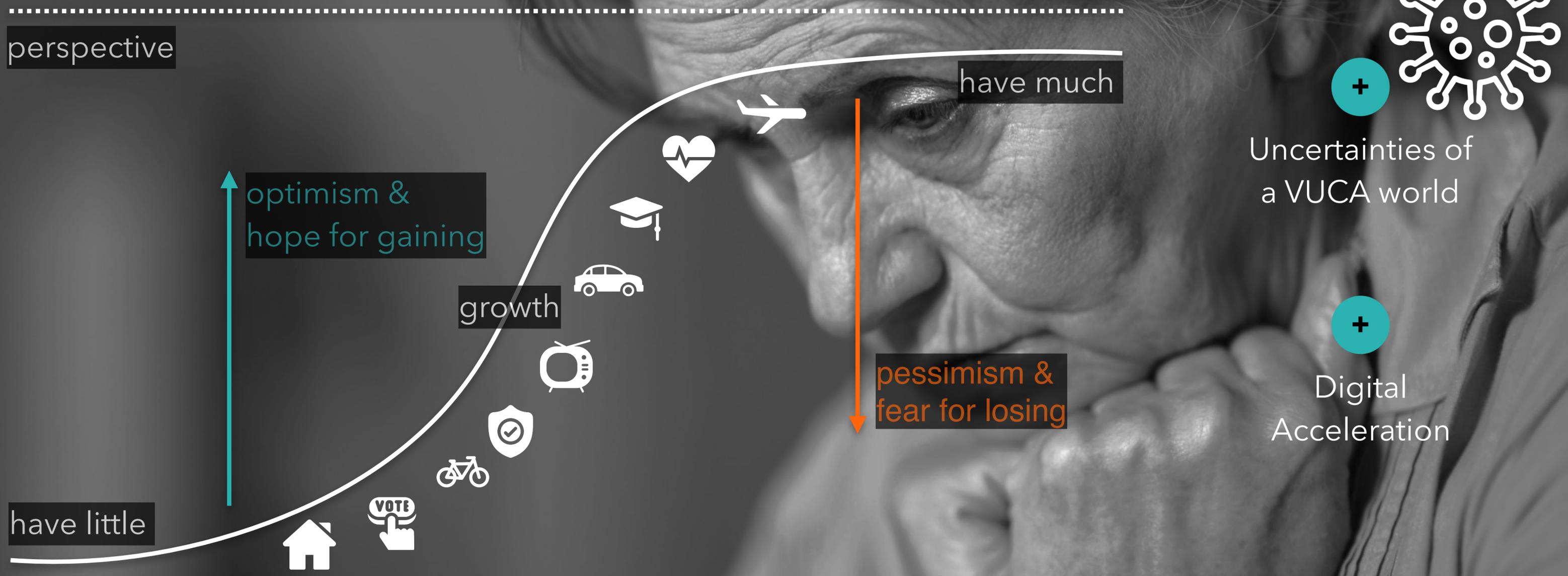
Current State of Mind



**FUTURE
PESSIMISM**

**FUTURE
OPTIMISM**





perspective

have much

optimism & hope for gaining

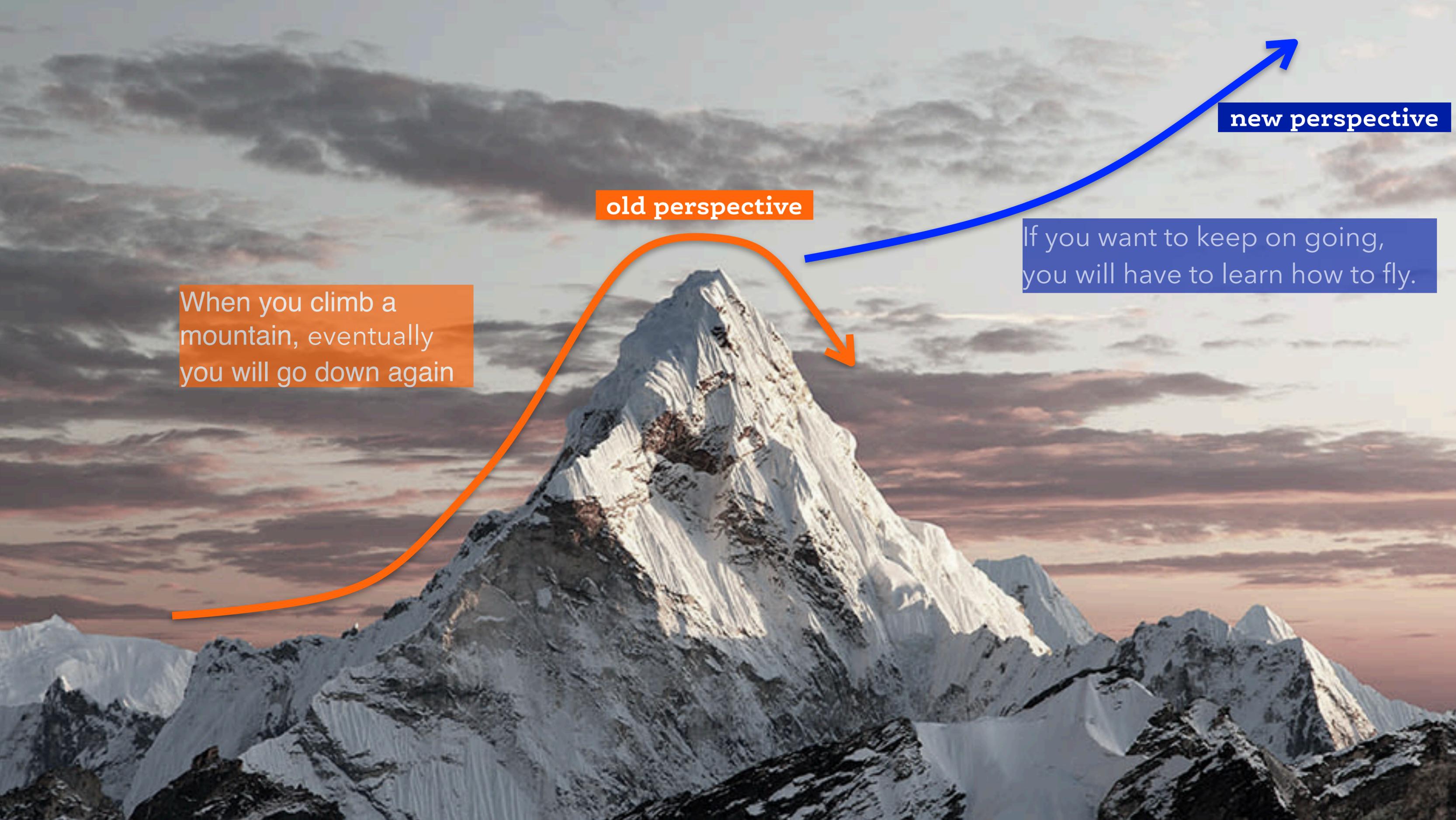
growth

pessimism & fear for losing

have little

Uncertainties of a VUCA world

Digital Acceleration

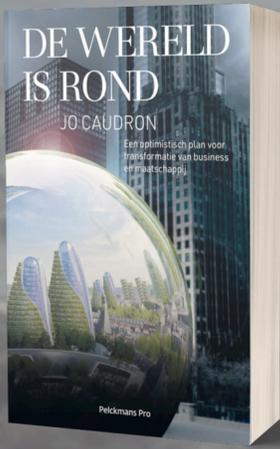


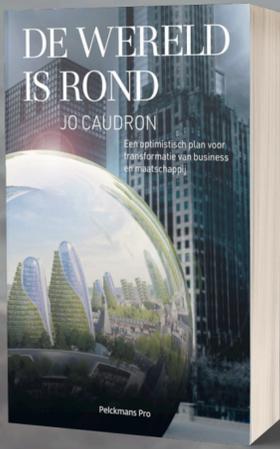
new perspective

old perspective

When you climb a mountain, eventually you will go down again

If you want to keep on going, you will have to learn how to fly.

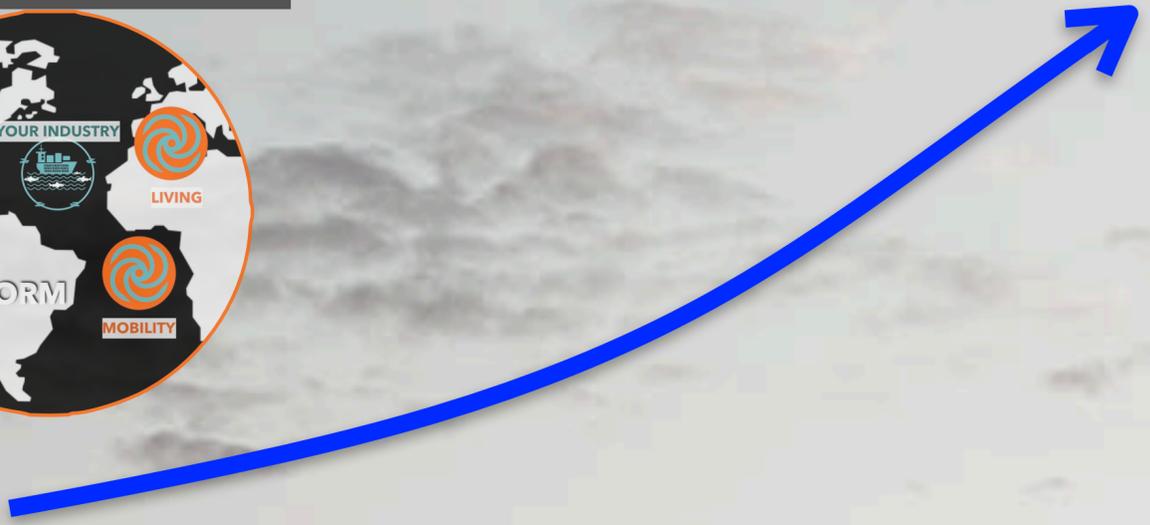




PSYCHOLOGY OF SOCIETY



THE METASTORM



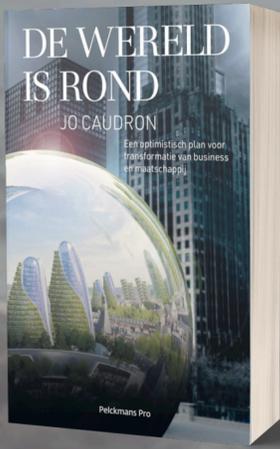
POST WW2

THE FIRST 75

TODAY

THE NEXT 75

TOMORROW



PSYCHOLOGY OF SOCIETY



THE METASTORM



10 YEARS

OPTIMISTIC FUTURE VISION



- Future of work
- Future of living
- Future of mobility
- Future of manufacturing
- Future of farming
- Future of education
- Future of economy



POST WW2

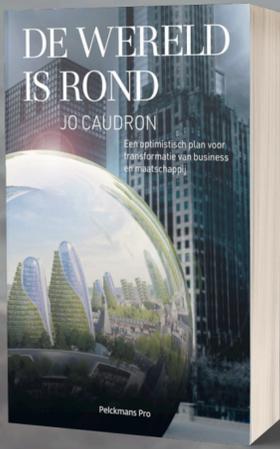
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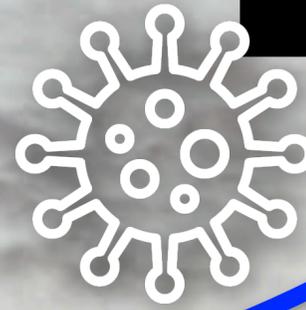




PSYCHOLOGY OF SOCIETY



THE METASTORM



10 DAYS

10 YEARS

OPTIMISTIC FUTURE VISION



- Future of work
- Future of living
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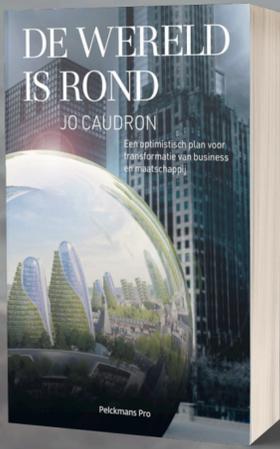
POST WW2

THE FIRST 75

TODAY

THE NEXT 75

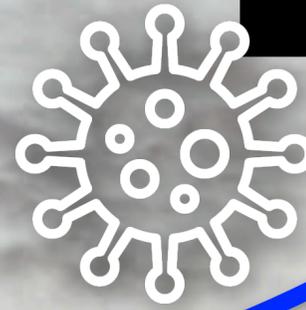
TOMORROW



PSYCHOLOGY OF SOCIETY



THE METASTORM



10 DAYS

10 MONTHS



10 YEARS

OPTIMISTIC FUTURE VISION



- Future of work
- Future of living
- Future of mobility
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- Future of economy



POST WW2

THE FIRST 75

TODAY

THE NEXT 75

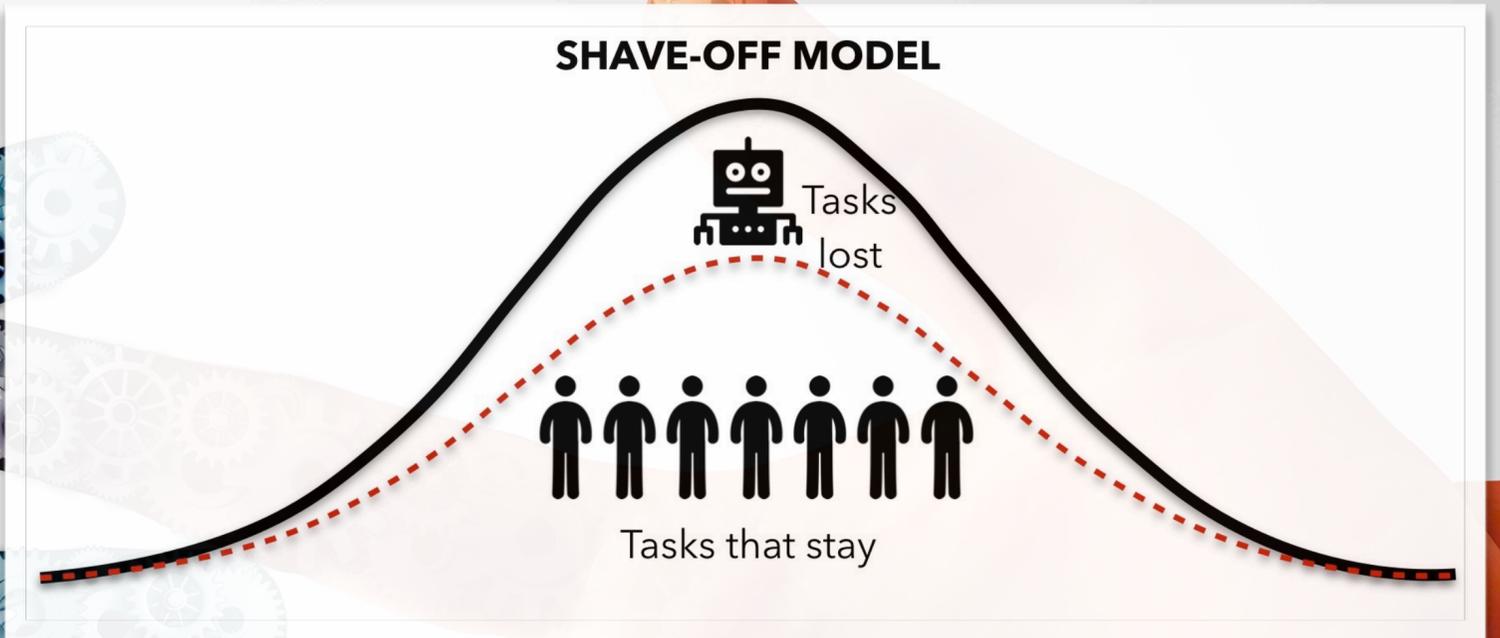
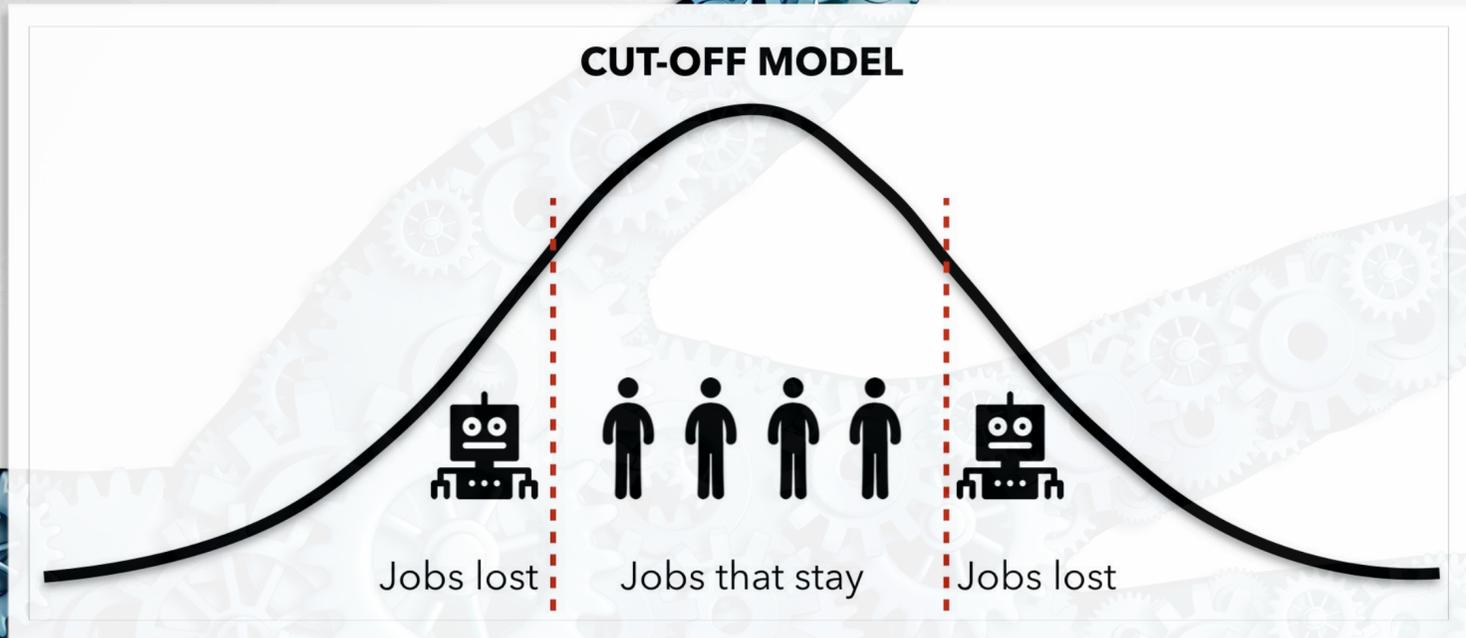
TOMORROW

**30%
trick**

**Ingredients for
an optimistic
future**

In 2030

**nothing what follows is true,
but it could be...*



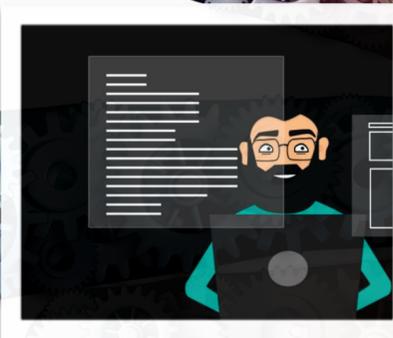
In 2030 we will work alongside machines

AI to help with diagnoses, robots for surgery



Empathy, coaching, ethics, ...

Coding the machines and IT



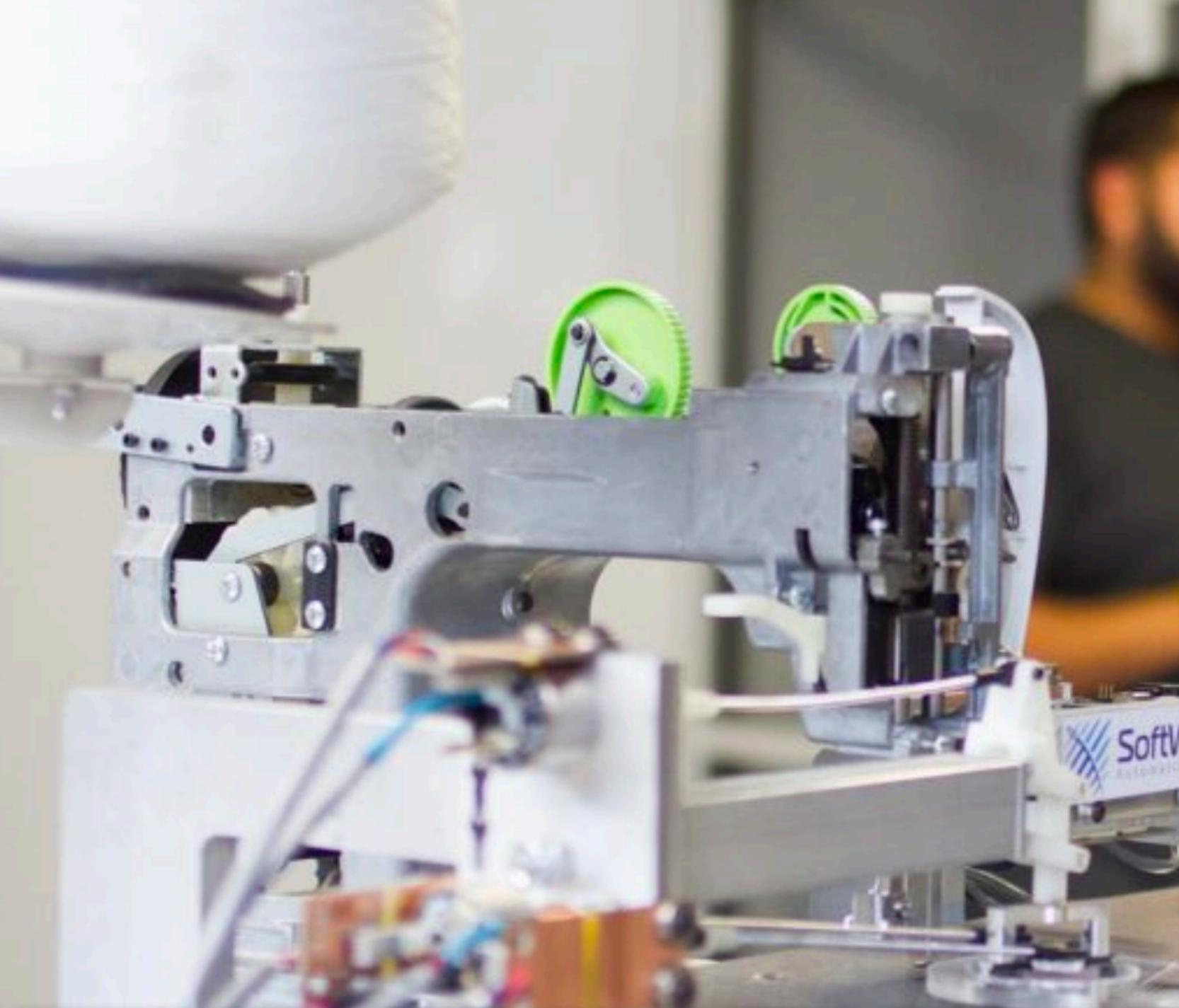
Problem solving, machine ethics, ...

Controlling the machine



Dealing with difficult situations, managing in public space

In 2030 Every job will be both **tech** and **human**



In 2030

a substantial amount of what we consume will be locally manufactured and produced

Produce where we consume

An aerial photograph of a city waterfront at dusk. The sky is a mix of orange, yellow, and blue. In the foreground, a large white ship is docked at a pier. The city buildings are illuminated with warm lights, and a prominent church with a tall, dark spire stands out in the center. The water reflects the lights and the sky.

In 2030 many people work where they live

FROM
LINEAR

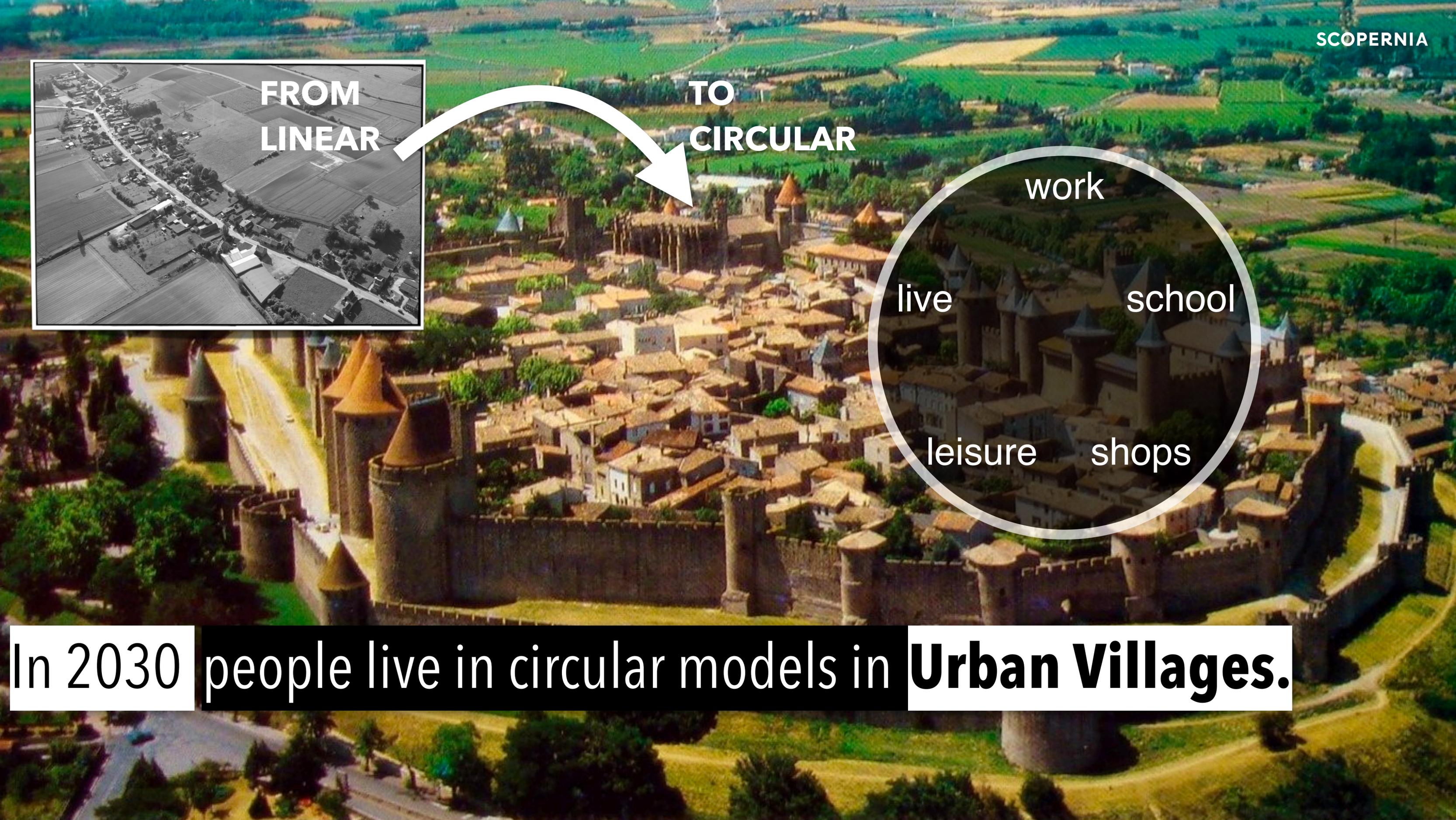
TO
CIRCULAR

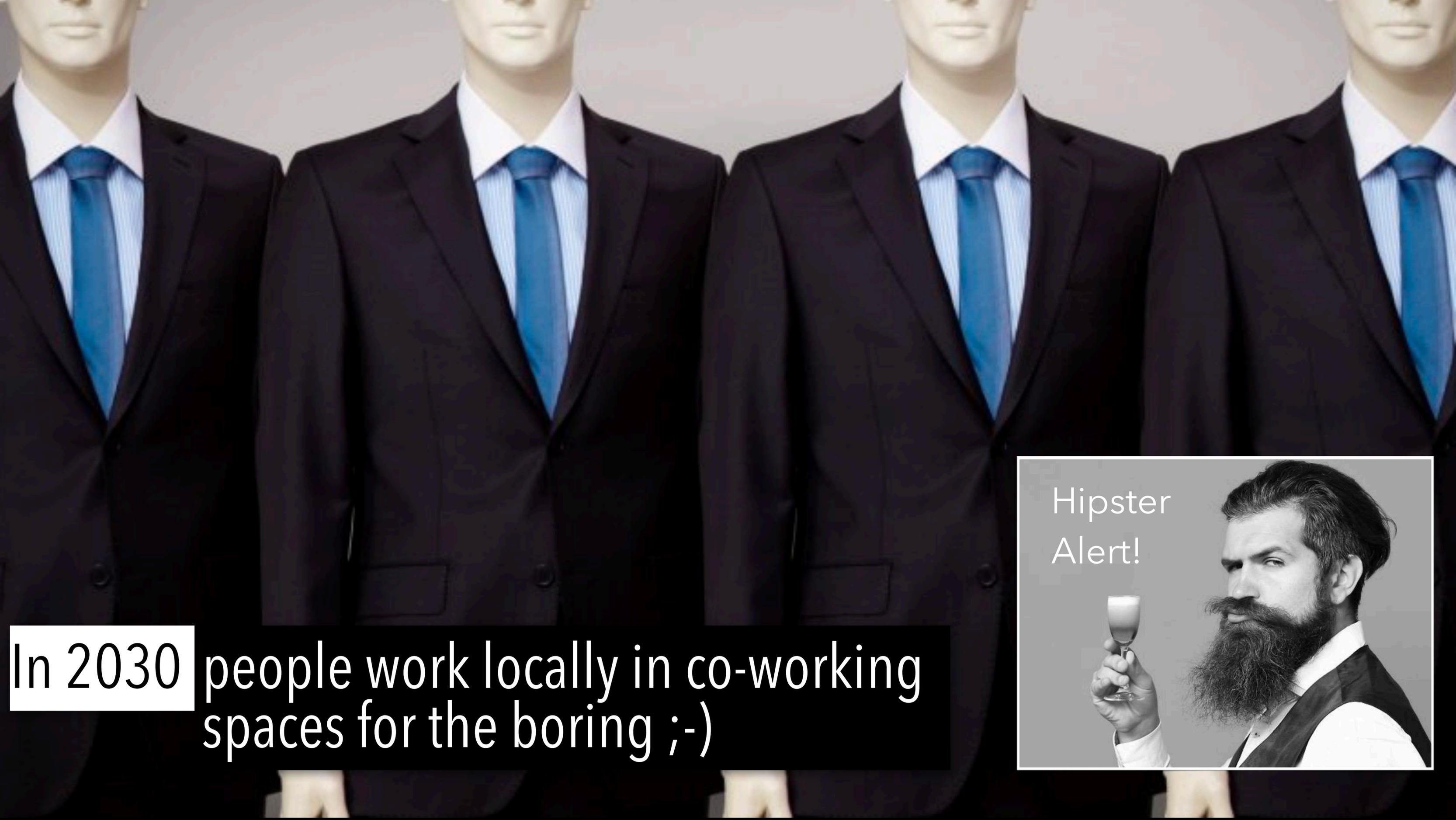


In 2030

people live in circular models in

Urban Villages.

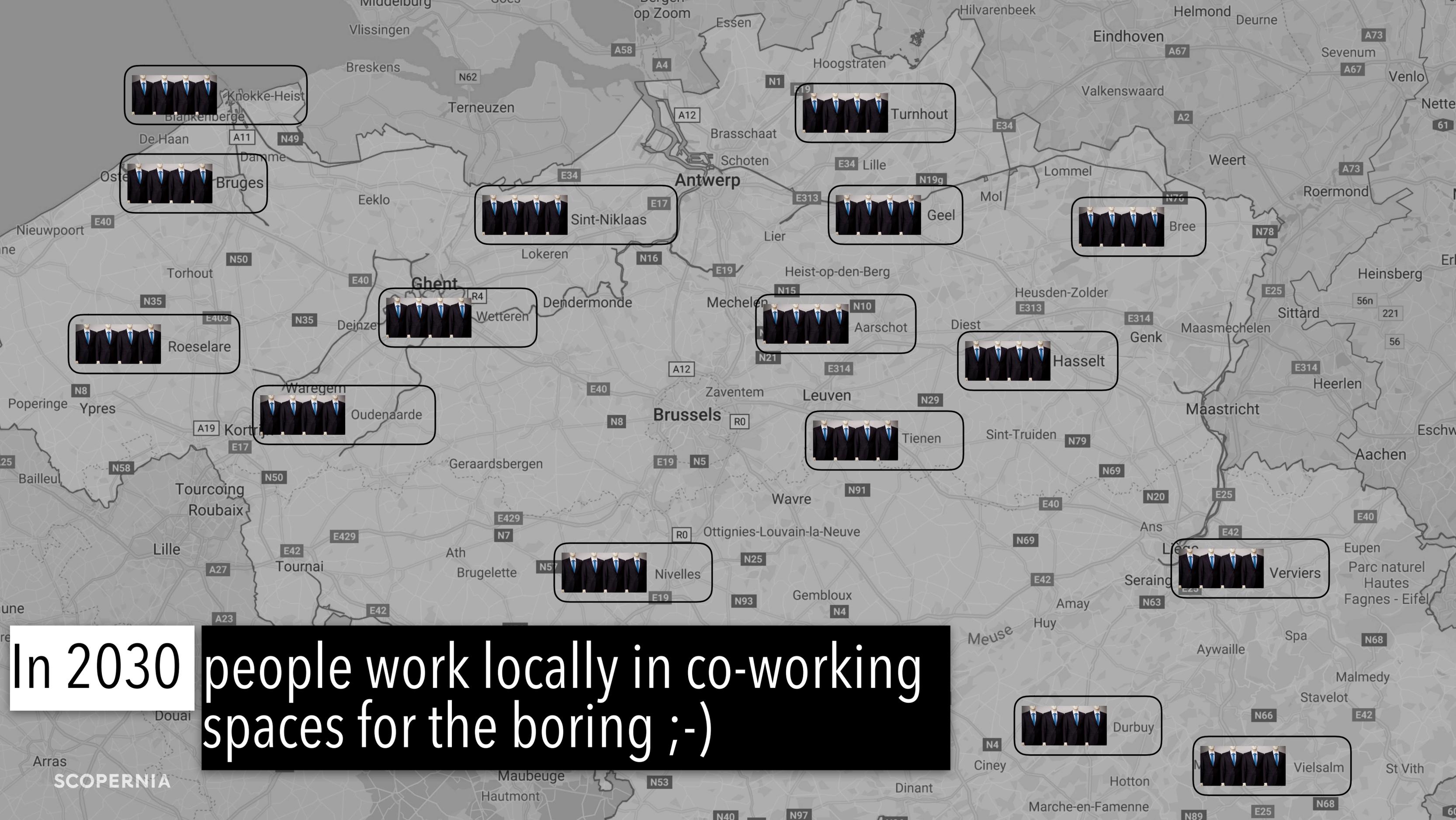




In 2030 people work locally in co-working spaces for the boring ;-)



Hipster Alert!



Knokke-Heist
Blankenberge

Bruges

Sint-Niklaas

Turnhout

Geel

Bree

Roeselare

Ghent

Aarschot

Hasselt

Waregem
Oudenaarde

Tienen

Nivelles

Verviers

Durbuy

Vielsalm

In 2030 people work locally in co-working spaces for the boring ;-)



COLRUYTGROUP

Home > Verhalen >

Nieuwe app 'Collect&Go Connect' maakt boodschappen doen voor elkaar makkelijker

 |  14 januari 2020

Onze online boodschappendienst Collect&Go test in samenwerking met buurtsupermarkten OKay en OKay Compact zes maanden lang 'Collect&Go Connect', een boodschappencommunity die klanten en boodschappers in de buurt met elkaar verbindt. Met dit initiatief zet Colruyt Group zijn eerste stappen in de deeleconomie. Gebruikers selecteren via een app hun producten en bepalen het moment van levering en de vergoeding. Als boodschapper kies je zelf welke winkelwagen je aanvaardt.

Collect&Go Connect verbindt mensen

"Met dit platform willen we twee groepen mensen met elkaar in contact brengen: zij die geholpen willen worden met boodschappen doen en zij die een extraatje willen bijverdienen door te winkelen voor anderen uit hun buurt", zegt Tom De Prater,



In 2030

circular living boosts the solution economy: e-commerce, home delivery, ...





In 2030

circular living boosts the solution economy:
e-commerce, home delivery, ...





In 2030 circular living boosts the solution economy:
(car)sharing, new mobility





In 2030 car brands are still looking at technology to fix mobility



In 2030

we all start to realise that the real change is coming from changing behaviour: we just move less & differently



In 2030 this is driven by local policy, owned by cities

Madrid
Central

Madrid
Central

And then Corona
hit us, hard.

Corona lockdown: The world's empty cities



THE 5 PHASES OF CORONA TRANSFORMATION



PANIC

What happened in the **first two weeks**. Lockdown with immediate impact on business. Improvising on level of tech, WFH, families, (un)employment, policy, ...

PROCESS

Making the best of the situation.

Optimising how we **WFH**, learning how to **work, study, sell, shop, logistics, care**, ... in this situation.

Yet, hoping it will all be gone soon (unless for some good side-effects we all want to last).

PROSPECT

What if this will last longer than 3 months? Or 6 months? Or even into next year? **Can we image a Post-Corona World?** What would it look like? What will have changed forever? Will there be a **New Normal** in which we have to operate?

PURPOSE

If we except a New Normal, **who will we be** in that future?

What will be **our place**, our **role**, our **solutions** and offering, our **purpose**? What will be the new **values** and attitudes ?

PROFIT

Can we **plan** for this? Make **business models** work? Create (shareholder)**value**, progress and growth?

Let's try this
again, but
not for 2030

In 2022

**nothing what follows is true,
but it could be...*

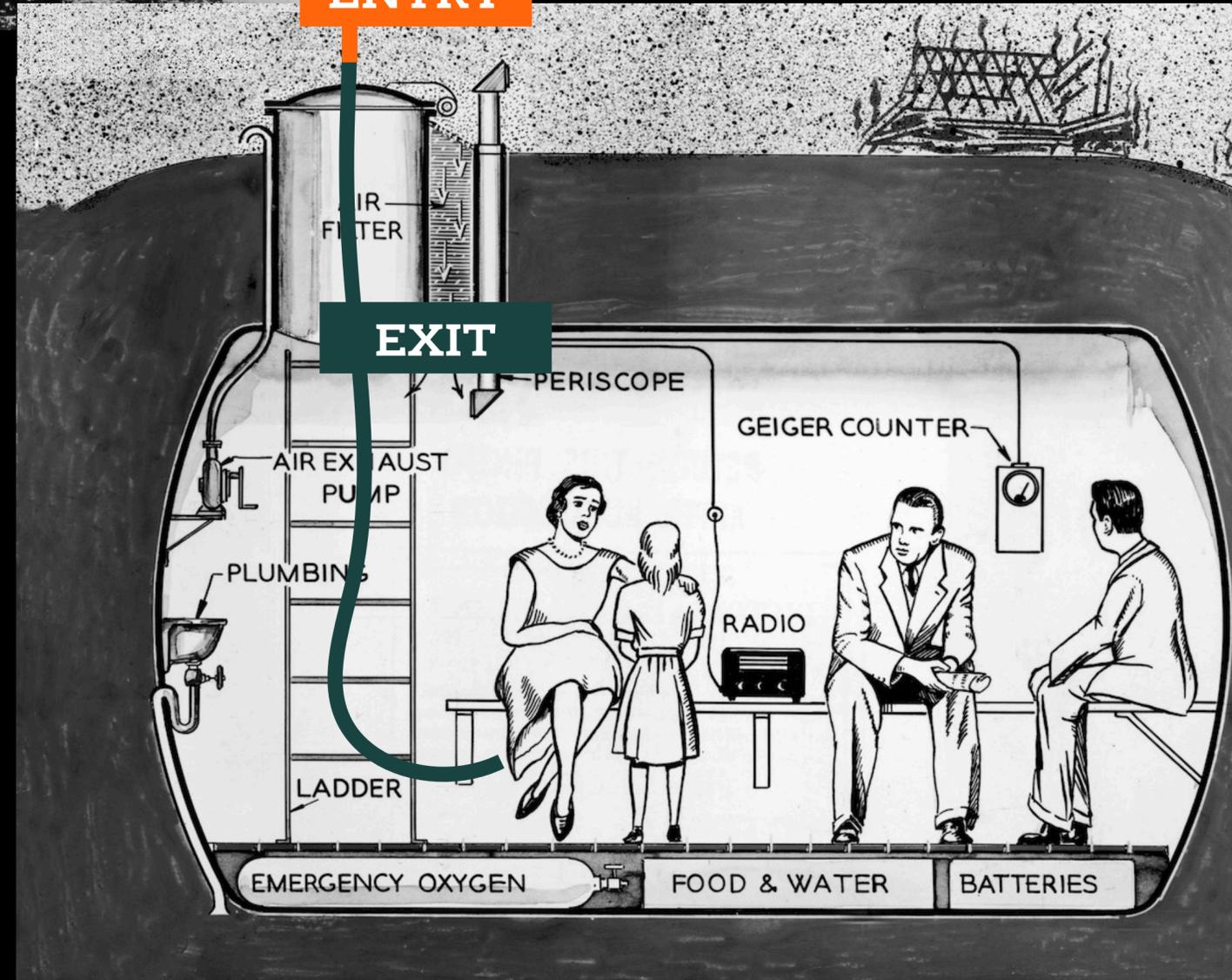


WE DON'T
NEED AN
EXIT
STRATEGY

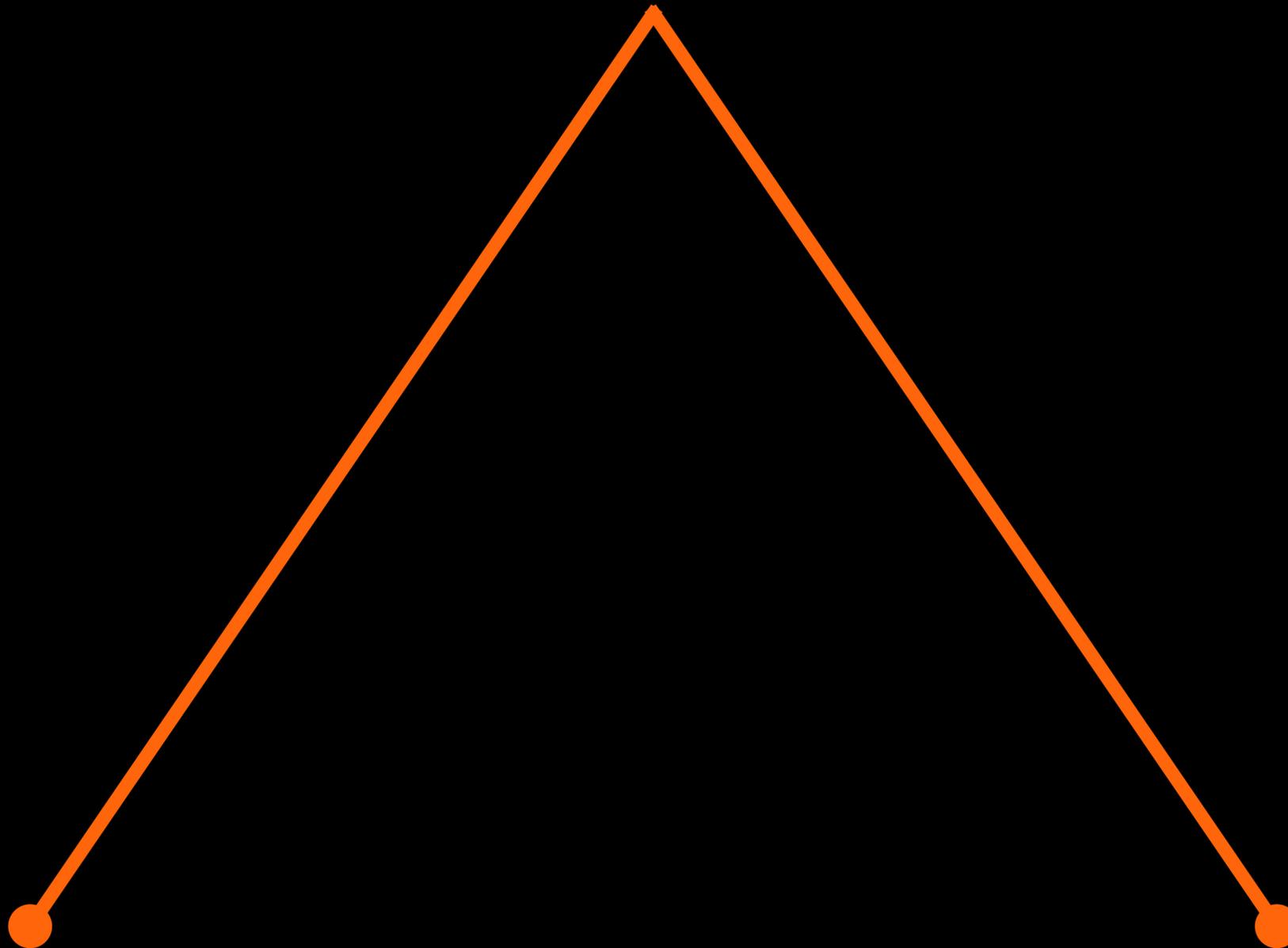
WE NEED
A NEW
ENTRY!



ENTRY



**The
Corona
Pendulum**

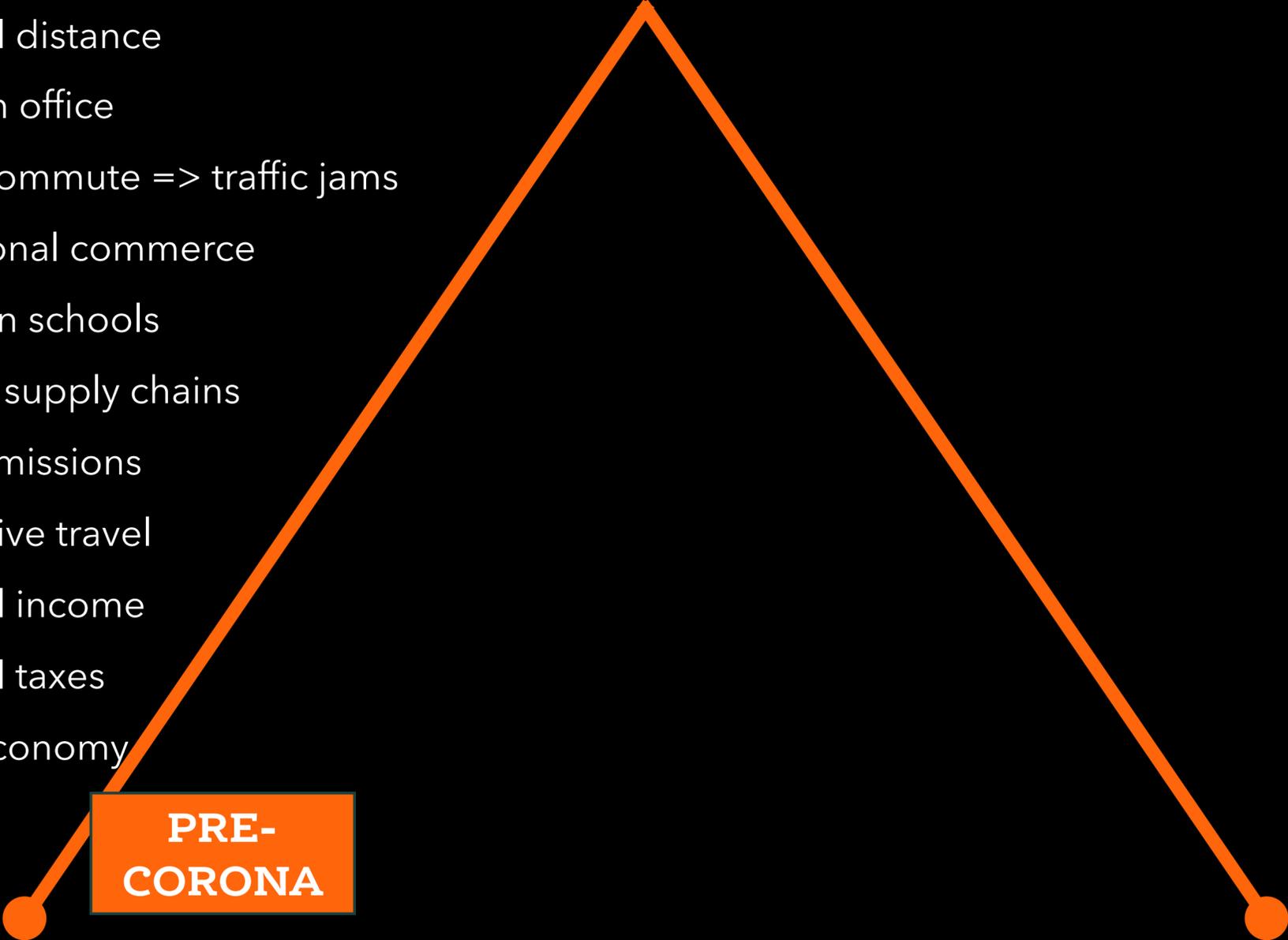


The Corona Pendulum

Limited Digital Attitude

the old normal

- normal distance
- work in office
- daily commute => traffic jams
- traditional commerce
- study in schools
- global supply chains
- high emissions
- extensive travel
- normal income
- normal taxes
- stuff economy



PRE-CORONA

The Corona Pendulum

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PRE-CORONA

Digital Forced Reality

Corona lockdown

- 100% social distance
- work from home
- no mobility
- ecommerce
- study from home
- supply chains disrupted
- low emissions
- no travel
- replacement income
- "taxes on hold"
- no economy

DURING CORONA

The Corona Pendulum

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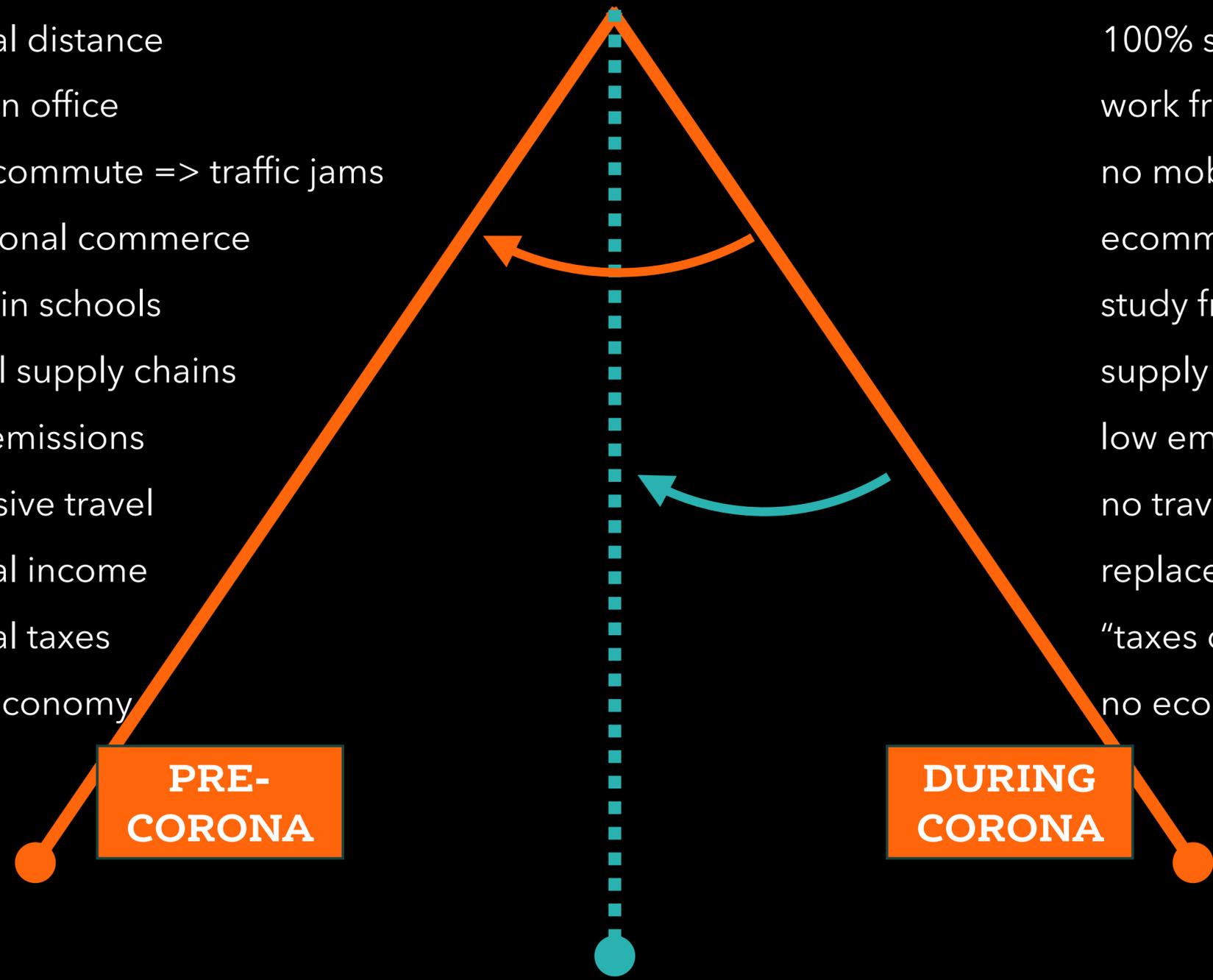
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PRE-CORONA

Digital First the new normal

- "distance society"
- hybrid workspaces
- less traffic
- hybrid retail solutions
- hybrid education
- "glocal" supply chains
- less emissions
- less travel
- rebalanced income
- "new normal" taxes
- peak-stuff economy

POST-CORONA

Digital Forced Reality Corona lockdown

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DURING CORONA

The Corona Pendulum

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PRE-CORONA

POST-CORONA

DURING CORONA

The Seven Post-Corona Metaphors

Where **circular living** is the new normal and work, living, leisure, education, care, ... are available in one **glocal** place.

THE URBAN VILLAGE



THE JAZZY COMPANY



When economic times remain uncertain and companies need to be **organised for permanent change**.

THE ANTIFRAGILE SOCIETY



When society itself is changing in the core to **become less fragile**, in search of a new balance between human/tech, local/global, open/closed, hard/soft, ...

THE HYBRID INDIVIDUAL



When your clients, users, citizens adopt digital for good and expect from you that you have **hybrid solutions for everything**.

The Seven Post-Corona Metaphors

THE NEW KINGS



When the great reshuffle happens and **companies are forced into a race for survival** in which they will have to choose between local uniqueness or world dominance.

THE PURPOSE



When individuals, companies and governments seize the momentum to plan for a **purpose-driven society**.

THE POP-UP REALITY



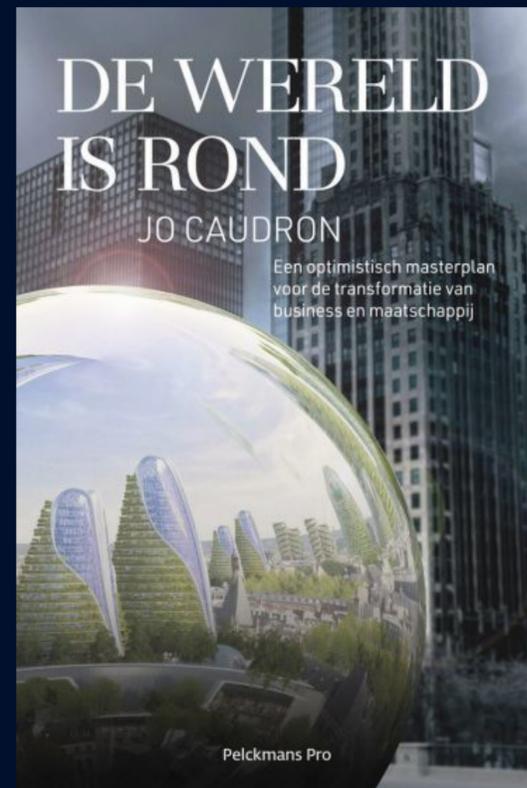
When an ever-changing balance creates the need for a **pop-up** society, we will push and pull, **stop and go**, attract and repel, be close and be distant.

What we discuss here is **not the truth**.
They are **not even trends**.
They are **merely possibilities** for the future.



We can **invent** our own **Post-Corona Future!**

Q&A



Bestel nu!

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BOFIDI - CONNECTED



Win tijd en sneller inzicht in de cijfers van je bedrijf

15/05 – 14:00



De corona crisis wijzigt de hele retail sector in een sneltreinvaart

18/05 – 12:00

15/05 WEBINAR: UW administratie online (Yuki – BOFIDI)

Een samenwerking van **yuki** & **BOFIDI**

12/06 - 14h

18/05 WEBINAR: GameChangers in retail – Nils van Dam



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te halen uit jou en
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