

**About Megatrends and Excellence**  
**Consciousness 4.0 – Digitalization 4.0**  
*My Personal Gedanken Experiment*

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Excellence is on everybody's lips. Today we are trying hard to achieve performance and excellence in our professional and personal life. We are becoming super intelligent, hyperloops are being developed, buildings are rising up to the sky.

If we take a look at the megatrends that are shaping and disrupting the global economic landscape and society, they are mostly related to rapid technological changes. Many consumers are taking advantage of new solutions and digital platforms that enable to bypass traditional channels to access goods and services, and also transform businesses and processes.

*But: Are we where we should be? Are we where we want to be?*

I doubt. Dealing with excellence also requires to tackle the “dark sides” on our globe and to be aware of them so we can avoid impediments the best we can.

For 20 years after the end of the Cold War, deadly conflict was in decline. Five years ago, however, that positive trend went into reverse, and each year since has seen more conflict, more victims, and more people displaced. There are wars in 5 of 7 continents and conflicts whose urgency and importance rise above. In 2015 167.000 people died in conflict zones. 2016 is unlikely to bring an improvement from the woes and humanitarian consequences of 2015.

Worth the mention are also the psychological methods and techniques used to depress target audiences, such as governments, organizations, groups or individuals – sometimes combined with black operations and tactics – aiming at influencing value and belief systems, motives and emotions, i.e. “heart and mind”, thus evoking a planned psychological reaction, which causes major effects in the economy and the society as a whole.

Furthermore, on average, about 20% - 25% of all prime-time TV shows have focused on crime and law enforcement. Killing an opponent or antagonist has become a natural behaviour in many shows and movies. Harsh punishment is seen as the only effective way to avoid dealing with the same criminal or opposing party once and again. However, even if a few studies indicate that there is no direct impact of violence on television on crime levels in the real world:

*Do we really want go on with wars and crime “as quite natural behaviour in our lives” for the next decades and centuries? Will this make a better world – for today's living and for the next generations?*

There are alternatives to these approaches. I believe it is the **interaction “Consciousness 4.0” – along with technological improvements (Digitalization 4.0)** –, which would cause the most powerful manifestation yet of the significant changes in the world today, having a major impact on businesses and social lives.

Consciousness 4.0 requires actions at several levels — on the economical, political and social sector — and none are amenable to a quick fix.

- **The connected economy**

Businesses expect more interaction with consumers as a result of being connected. Only a few areas will be untouched. However, PwC’s research on megatrends found that almost 70% of consumers will not trust companies until they are recommended by someone they do trust. People are increasingly comfortable with and trusting of the “wisdom of the crowd” in reviewing and approving products and services.

Trust will be the key component of any successful business in areas as diverse as education, the home, health, transport, work and entertainment. Proper and state-of-the-art information exchange, transparency practices and new communication channels are key to enable trust with consumers.

- **The sharing economy**

As a result of resource scarcity and a growing number of people believing outright ownership of tangible goods to be undesirable, new business models are emphasizing access to products and services over their outright ownership, such as peer-to-peer accommodation, car sharing, peer-to-peer finance, etc. Changes in social behaviour and attitudes – in the context of technological breakthroughs – foster these shared services to operate as viable business.

- **The cooperative economy**

There is a growing demand for higher quality and security as well as for safety and transparency of origins and processes. This requires integrity at the heart of businesses, using joint ventures, alliances and informal collaborations to gain a competitive edge. For companies of all kinds, the right talent combined with technology mastery is going to be an imperative for success.

- **The cohesive political system**

Governments should work pragmatically at managing differences and also redouble efforts to forge political agreements, taking advantage of even the narrowest openings to find opportunities for compromises. This will give reason to believe an international approach based on finding common interests could work.

The present moment can and must be used to shape a new, better-balanced global economical, political and social order. Industry and government need to take bold steps to viable transparency practices and to transforming to a trust culture at its core. Performance and excellence will require “Consciousness 4.0” – people with a broader range of skills, courage, patience and creative diplomacy.

**Links:**

<http://www.pwc.com/gx/en/about/global-annual-review-2015/colliding-megatrends.html>

<http://www.crisisgroup.org/en/regions/op-eds/2016/guehenno-10-conflicts-to-watch-in-2016.aspx>

[https://de.wikipedia.org/wiki/Liste\\_der\\_andauernden\\_Kriege\\_und\\_Konflikte](https://de.wikipedia.org/wiki/Liste_der_andauernden_Kriege_und_Konflikte)

[http://file.scirp.org/pdf/SM20120200002\\_88026732.pdf](http://file.scirp.org/pdf/SM20120200002_88026732.pdf)

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