TERRA INCOGNITA

A map of current and future uncertainties

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VISITOR GUIDE

Blah Blah how to use, definitions blah.

Long term trends

This map is dedicated to insubordination in its purest form (Gyte Nalokov)

Richard Water 2022

Where is the locus of control?

N W E S

CHAOS

CONTROL

PRINCIPLE

PROFIT

This way to the Potholes of circumstance

This way to dumb luck

This way to moral regeneration zone

This way to moral blindness

This way to people confusing a clear view with a short distance

What are the limits to real virtuality?

This way to hermit kingdoms

This way to the realisation that nobody really controls anything

Search for meaning & purpose (but only on holiday with no wi-Fi)

Eco-anxiety

Peak Waste

Energy costs

Why can't we see that life is good?

Hunger for shared physical experiences

Technological determinism

Frequency & severity of extreme weather

Resource nationalism

collective sense of foreboding

Resource scarcity

People really listening to other people

Dominance of digital monopolies

Circular, share & zero waste economies

Richard Water 2022

Loyalty to organisations

The attitudes & behaviours of the new global middle class

The extent to which people confuse movement with progress

What can't an AI do?

Growth of online intolerance & abuse

IoT chaos vs. control

Should we trust machines more than people?

Facebook

Human-free companies

Return to making

People talking to machines but not to each other

Rise of the introvert

Impacts of ageing on disease types

The long-term stability of digital storage

Machines with self-awareness

Household Debt

Impacts of mega-cities on sustainability

The nature of the next global recession

Death & taxes (for a few people)

Hyper-Loop

Removal of human interfaces

Dumb phones

The new Puritans

Revenge of the analogue

Healthcare inequalities

Cost & efficiency of energy storage technologies

The manufacturing of doubt & uncertainty

Prioritisation of private pleasure

Rising protectionism

Impacts of nature deficit disorder

The nature of algorithmic biases

The extent of memory vs. forgetting

open & explainable AI

localisation of trust

Rise of Techno-pessimism

The level of digital trust

Use of anger to confirm identity

Consolidation vs. fragmentation of Big Tech

The influence of religion

Long-term consequences of exposure to too much information.

Free markets

AI alienation

Socio-political impacts of nostalgia

Rise of ultra-nationalism

The nature of any Chinese slowdown

Having fun at work

How is over-sharing impacting identity?

What assumptions are you making while reading this?

AI worship

The nature of new fears & anxieties

Politics based on fear & paranoia

Growing sense of individual entitlement

Impacts of structurally weak demand

Is Richard making too many maps?

The ethics of AI & other technologies

Decentralisation of work

Growth of free-market everything

Moral beauty

Are we living in a simulation?

Rise of victimhood

Economic inequalities

Internet fragmentation

What's not changing?

EU stability

Impacts of Quantum Computing

Decentralisation of media

Common sense

localisation vs globalisation

The limits of digital transformation

Levels of Public debt

Level of optimism vs. pessimism in societies

Human Kindness as an act of resistance

The attractiveness of avatar & robotic companions

People trading agency & autonomy for convenience

Are we too connected?

Are these really the critical uncertainties?

Growth of infantilism

Extent to which traditional boundaries & anchor points collapse

Feedback fatigue

Level of loneliness in societies

Human Longevity

Impacts of additive manufacturing

The nature of Surveillance Capitalism

Growing importance of feedback loops

Tribalism

Impacts of societal acceleration

People longing for less

Tolerance of others

The feeling that things are a bit out of control

How do we decide what's right?

Peak Water

What exactly is the purpose of education?

Facts vs. Feelings

Growth of anger & irritability

Corporate lifespans >15 years

Do smart people have too much power?

Energy supply vs demand

Impacts of mass-migration

Number of people living & working alone

Weaponisation of finance

Food prices

Talent shortages

Weaponisation of diplomacy

Growth of exceptionalism

Growth of Space Junk

The algorithmic exploitation of human weaknesses

Privacy

Data security

What does it mean to be us?

People questioning the primacy of economic growth

The extent to which sanctions are applied to autocratic regimes

The nature of natural systems change

Levels of sustainable innovation

Balance between energy price, security & carbon neutrality

Influence of China on geopolitics

Central bank impotence

Impacts of AI & automation on work

The nature of inflation/deflation

Nuclear fusion breakthrough

Polymaths

What are the limits to gender fluidity?

What don't we know?

Does it matter if things aren't real

Nuance

The balance between sustainability & convenience

Acceptance of brain-computer interfaces

Trust in science

Speed at which clean energy is scaled

What might happen if we ended quarterly financial reporting?

Rise of sentimentality

Levels of corruption

Craving for control

Emotional fragility

Levels of stealth taxation

Vinyl records

Shift from me to we

Desire to surrender control

What exactly are ethics for?

Long soil

Philanthropic provenance

Rise of the sovereign individual

Rise of empathy

Sense of duty

Rise of solipsism

Search for stillness in a spinning world

The sustainability of online delivery

Balance between corporate & state power

Scarcity vs. abundance

Popularity of stoic philosophy (it is what it is innit)

How do we decide what is right?

People abstaining from reality

Human attention

Are there natural limits to complexity?

Rise of emotional labour

The feeling that bad people are increasingly getting away with it

Strength of antibiotic resistence

Growth of mysticism

Legitimacy of state control

Companies acting like countries

What do people believe in?

Approaching epistemological crisis

Participative democracy

Balance between analytical & holistic thinking

Impacts of ageing on productivity

ACKNOWLEDGEMENTS

Blah Blah Richard Water Blah Blah nowandnext.com world 2050, signals blah

KPMG (c-suite leadership programme)

What's Next — Stay ahead of the future

YOU LEGEND

- critical uncertainty
- weak signal
- counter-trend or push-back
- New construction
- Society
- Technology
- Economy
- Environment
- Politics
- Disused line
- Future extension
- Burning question
- Strong wind
- Dangerous current
- Partial ruin