



BRUNSWICK FORESIGHT



1. Global Recession

Slowing economic growth and significant COVID and war-related dislocation. **How will businesses navigate a global downturn?**



2. Great Power Friction

Great power brinkmanship and gray-zone conflict in a multi-polar world. **How will businesses adjust to China-US and Russia-West tension?**



3. Pandemic Aftershocks

Nations and societies grapple with economic, workforce, and social dislocation after the pandemic. **How will businesses operate in this new normal?**



4. Resilience

Nations, businesses, communities, and people learning to build more resilience into everything. **After significant turbulence how are businesses building resilient, as opposed to efficient, systems?**



5. GeoTech Politics

Nations and blocs seeking to promote their technology and reduce the use of an adversary's tech. **How will multinational businesses navigate an increasingly complex technology landscape.**



6. Green Economy Boom

Significant consumer demand for sustainability and dramatic investment in green technologies. **How will businesses compete and win in a green economy?**



7. Supply Chain + Reshoring

Post-COVID businesses are working to make their supply chains more resilient, shortening them, and increasingly reshoring. **How will businesses reduce supply chain risk?**



8. East Asian Economic Turbulence

China is struggling to increase its domestic economic growth and stabilize the real estate sector as its population ages. **How will Chinese economic turbulence ripple through the global economy?**



9. Political Polarization

Less common ground and more ideological polarization in the post-broadcast era. **How will businesses navigate this polarization and appeal to a wide spectrum of consumers?**



10. Empty Cradle

Birth rates are dropping precipitously across the world, challenging medical systems and national budgets? **How will businesses adapt to an aging market with fewer young consumers and a smaller labor pool?**



11. New Work

The pandemic severed the geographic link between brainpower and the office? **How will businesses and society adjust to the new class of knowmads?**



12. Mental Health

The pandemic drove a wave of mental health concerns and drove awareness of the issue. **How will businesses address employee mental health challenges?**



13. Protest

The young and marginalized will increase protest across a range of issues. **How will businesses respond when pressured for comment?**



14. Climate Activism

Younger generations are much more likely to view carbon and climate as an emergency. **How will businesses respond?**



15. Food Security

Many nation states will work to secure their food supply against shortfall and disruption. **How will agribusiness adjust to the geopolitics of food?**



16. Energy Security

The war in Ukraine has heightened focus on secure energy supply. **How will businesses manage energy supply shocks and disruption?**



17. Localism

Reaction against the disruptive aspects of globalization. **How do global enterprises adjust to resurgent localism?**



18. Information Wars & Deepfakes

Deepfakes are becoming alarmingly more sophisticated. **How will businesses avoid becoming victims of information war?**



19. Space Economy

The space economy continues to boom. **Who will create the dominant companies in this next frontier?**



20. Mineral Nationalism

Nations are scrambling to secure strategic minerals for defense and their industrial base. **How will the mining and industrial sectors adjust?**