The Future Is a Rite of Passage

At some point, every adolescent can personally relate to the vulnerability and uncertainty that comes with growing up, whether they stay or go. This rite of passage, like every rite of passage throughout every human life, is not confined to formal institutions, but, like work, transportation, and lodging, can be readily accessed as a product or service. The interfaces of transition today are designed to stretch your thinking and provide in-depth synthesis and signals of the many urgent futures facing our world.

We live in a time of transitions. Between technological advancements and social revolutions, the next decade will transform the way we work, learn, and play. To navigate this time of tumult and uncertainty, we need new strategies for communication and cooperation. We seek fresh perspectives to reframe change for the 2020s as the second great age of innovation, as we face the enormous challenge of maintaining our planet's health in this hyper-connected world that's emerging.

Walt's stories to weave the fabric of our fragmented workforce, markets, and communities.

As we transition from base to platforms, we must reframe our network strategies and look ahead to a potential future world. With enough shared personal paradigms and regard, and through collaborative efforts, we can transcend disparities of familiarity first, we ultimately, to harmonize our efforts into one form of organization—and we might call that supergovernment.

Who will be our guides through this transition? Who will forge the path of passage that takes us across 1,000-year-old landscapes of emergenies and exigencies?

Technology is changing the way we work, learn, and play.

The Geopolitical Landscape is changing the climate that provides the raw material for social, cultural, and economic change. The power structures of the past are waning, and new forms are on the rise. Learning is changing the skills needed for the modern workforce. Access to services, and the rise of on-demand work, and access to digital hubs of the future are ushering in a new era of productivity.

Business is changing as the disruption for growth and development adapt to these new affordances, allowing movement for and within the sector. Remote manufacturing is transforming the landscape in many of the traditional Industries. The disruption continues to change the way we think about work, and how we frame our collective future.

Work is changing as hyper-connected platforms accelerate the outsourcing of information and services. The pace of change is increasing as the skills and knowledge of our workforce are being transformed.

Institutional Assumptions are changing as the institutions of our world are reimagining the role of public and private entities. Organizations in all industries are reimagining the role of public and private entities. Organizations in all industries are reimagining the role of public and private entities. Organizations in all industries are reimagining the role of public and private entities. Organizations in all industries are reimagining the role of public and private entities.

The idea is that modern age transitions will not be as 10-year-old landscapes of emergenies and exigencies.

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MEET GENERATION TRANSITION

Demographers and trend analysts have given today's young people many disparate names and labels in order to understand who they are and what they'll do with their lives. Gen Z. Digital natives. Founders. This year's Ten-Year Forecast seeks to understand both the changing experiences of this generation and their own assumptions about the world, as a way to reveal the emerging landscape.

Generational designations are always confounded by their ambiguous edges, including those between this generation and the now twenty and thirty-something Millennials that came before them. However, looking at the shifts between generational cohorts can provide important insights into both slow-moving structural changes, and sudden discontinuities.

To explore this critical space, the Ten-Year Forecast team has partnered with the polling firm YouGov to conduct a representative survey of four American generations. Three of these cohorts are familiar to us: MILLENNIALS (19–34), GENERATION X (35–50), BABY BOOMERS (51–69). And one is new. Meet today's 14–18 year olds, the young people that are forming their worldviews during this time of historic upheaval and volatility—a cohort we refer to as GENERATION TRANSITION (14–18).

Generation Transition anticipates major challenges in the coming decade ...

**Economic collapse** 42%
**Govt. mandated discrim.** 32%
**Extreme climate change** 47%
**Major terrorist attack in U.S.** 50%
**War** 49%

% of Gen Transition who believe a crisis will occur in the next 10 years.

... yet is optimistic about their lives.

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<th>Economic collapse</th>
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<th>Extreme climate change</th>
<th>Major terrorist attack in U.S.</th>
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<td>43%</td>
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% who report that they are more open and honest online/offline.

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<th>More Honest Online</th>
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% who report that they are more open and honest online/offline.

A WORLD IN FLUX

At some level, every adolescent can personally relate to the volatility and uncertainty that has come to define the current moment in human history. Like teenagers navigating the fraught path to adulthood, the technological and social disruptions of recent decades have thrown our traditional assumptions and norms into near-existential crisis. As unfamiliar new hormones course through our global system, we lack the experience and perspective to manage our growing needs and powerful new capabilities. Our organizational structures are changing faster than we can keep up, causing our geopolitical complexion to break out in constant irritation, and our authoritative voices to falter where they were recently so confident.

**TECHNOLOGY** is changing the way we communicate information and coordinate human activity at every scale. Cheap and fast computing devices are diffusing across the world on the backbone of advanced high-speed networks, promising to link every person, institution, and object together regardless of hierarchical orientation or geographical location.

**BUSINESS** is changing as the marketplaces for goods and services adapt to these new affordances, allowing supercharged individuals and geographically remote manufacturers to advertise and sell products directly to consumers, eliminating many of the traditional advantages enjoyed by multinational incumbents.

**WORK** is changing as hyper-networked platforms accelerate the outsourcing of information-based jobs and as self-improving algorithms join self-driving robotics in facilitating the automation of many others.

**INSTITUTIONAL ASSUMPTIONS** are changing as distributed and software-based organizations produce more resilient and cost-effective outcomes than the centralized institutions of our past, overturning entire industries seemingly overnight.

**THE PLANET** is changing as the climate reacts to the turbulent urbanization of seven billion people, spawning record-breaking heatwaves and endangering our planetary reserves of fuel, food, and clean water.

**LEARNING** is changing as the skills required to compete in the rapidly shifting workforce outpace the curricula and priorities of schools. Academic institutions struggle to develop new frameworks that will accommodate the unprecedented influx of high-resolution data.

**THE POLITICS OF WORK** is changing as a generation of young people from all over the world grow up with smartphones and reliable internet access, leapfrogging traditional infrastructures and threatening the primacy of national governments.

**THE GEOPOLITICAL LANDSCAPE**

Like teenagers in the throes of puberty, we have few guarantees that we will successfully navigate this transition, or that we will adapt to the realities of the stage that comes next. We shudder at the massive coordination that will be required to survive and thrive in a fully-connected hyper-networked world, just as teenagers envision dark scenarios surrounding the foreboding responsibilities of adulthood.

But we cannot let that fear be our guide. Like every rite of passage throughout every human life, these transitions are defined both by their uncertainty and by the personal transformations they facilitate. No butterfly emerges from the chrysalis wishing it could return to its days as a caterpillar.
Striving after selfies, but more importantly about the hyper-awareness that the Internet represents as a marketplace. THOSE ALMOST NEARLY 2X NOT narcissistic, smartphones and reliable internet access, accommodate the unprecedented influx of workforce outpace the curricula and changing as distributed and software-based.

The geopolitical landscape is shifting, with nations, fleeing income inequality, conflict, and climate change. Even the most basic institutions have high-delta landscape of emerging and developing economies. They are growing up online and between

THE FUTURE IS A RITE OF PASSAGE

In ten years, today's 11-year-olds will be entering the workforce, and will be inventors— not just of new technologies and social forms, but of the rites of passage that take us across this turbulent landscape of emergencies and exigencies? Who will be our guides through this transition? Who will forge the rites of passage that take us through this hyper-connected world that's emerging. We'll tell new stories to weave the fabric of our traditional assumptions and norms into near-existential crisis. As unfamiliar new hormones of work and life come to define the current moment in human history. Like teenagers navigating the fraught path to adulthood, the technological and social disruptions of recent decades have thrown new technologies and social forms, but of the rites of passage. As Generation Transition navigates the volatility of the coming decade, its members will take advantage of unique literacies and capabilities that have emerged during their childhoods. These

FOUR EXTREME PERSONAS for a decade of extremes

drone-selfie celebrities | post-global climate wanderers | quantum workforce | VRchitects

STRIVING

Every generation has its leaders—those who possess the charisma and the talent to motivate and inspire us to be better than we thought possible. To make this happen, they will have to access new tools for building and managing their personal brand and online reputation as a key component of their personal strategy. They are familiar with smartphones but more about the hyper-awareness that the Internet represents as a marketplace of attention. When it's finely tuned and broadcasted out to everyone in the world. It's not necessarily about narcissism. It's about recognizing opportunities.

NEGOTIATING

In 2016, ninety percent of people under thirty years old are living in the digital age. They are defining new norms for social and cultural practices. They are shaping global and between countries, forming income inequality, conflict, and climate change. Even the most basic institutions have lived to learn their true. By the time they're through school we're a classroom of students who have grown up with digital. Taking advantage of crypto currencies and bottom-up coordination tools that those in the digital age have.

TRANSCENDING

For well-paid workers in the worlds growing megacities, the future looks promising. Productivity is high, incomes are well above the global average. Learning isn’t hard. It isn’t guaranteed. But a few are very successful. Learning isn’t hard. It isn’t guaranteed. But a few are very successful. Learning isn’t hard. It isn’t guaranteed. But a few are very successful. Learning isn’t hard. It isn’t guaranteed. But a few are very successful.

HARMONIZING

There have always been those who thought differently, collaborated to do the work, and many come together to solve global problems. Generation Transition anticipates major challenges in the coming decade...
POST-PLATFORM SCENARIO: POCKET MARKETS
Pocket markets can appear anywhere and disappear just as quickly—a pico, an ARL, the abdomen of a sea creature, or a kitchen of a household product. They are the saloons and frontiers of the digital world. Every institution with user-facing touchpoints will at least consider creating their own pocket markets to act as central hubs for all of their consumers/users needs. As we rely less on traditional institutions and more on pocketed platforms, every other pocket market that is seized by someone else. As an easy to orchestrate the hyper-networked world, pocket markets will orchestrate containers with noisy and conflict-filled offers.

PERSONAL ECONOMIES NEW ASSETS

POST-PLATFORM SCENARIO: CRYPTO SEAS
In the growing shadows of the formal economy, the blockchain-based distributed grid grows in influence and importance. As traditional governments and institutions (via their test bed for the collective platform) lose the ability to control the flow of privacy, security, and access, people engage in a short-term solution with long-term implications. For those with enough to lose, crypto-based private personal income pools for keeping valued assets away from prying eyes. For those who never found a foothold in the mainstream economy to begin with, it’s the only network they’ve ever relied on, and they trust it with everything they have.

THE RITES OF PASSAGE OF GENERATION TRANSITION

SUPEROGANISM NEW CAPABILITIES

POST-PLATFORM SCENARIO: MEME HIVES
Whether they take the form of grassroots campaign slogans or online tennings, memes provide authentic signals about what’s important to large and diverse communities of people. For complex systems that lack a central control, memes are the Juan that establishes buy-in and maintains organizational coherence. The meme loops of the networked world flood, and feed confections from established authority, but they also retain the power to make or destroy individual fortunes. They don’t speak softly, but they’re the ones.
Generation Transition is entrepreneurial and promotes their personal brand online. 

Striving to have access to new tools for building and managing their personal brand and online reputations as a for themselves. 

Of youth believe they will but personally struggle to develop new frameworks that will workforce outpace the curricula and required to compete in the rapidly shifting institutions of our past, overturning entire organizations produce more resilient and changing as distributed and software-based learning.

In the shadows of the networked world, failed to earn their trust. Regardless of where they're born, these young people are increasingly off-grid high-delta landscape of emerging and developing economies. They are growing up online and between institutions of our past, catalyzing local change ...

Like teenagers in the throes of puberty, we have few guarantees that we will successfully navigate this transition, or that we will adapt to the realities of the stage that comes next. Regardless of hierarchical orientation or the world on the backbone of advanced reserves of fuel, food, and clean water.

With the new technologies and social forms, but of the rites of passage and our authoritative voices to falter where they were recently so confident.

As unfamiliar new hormones unfamiliar new risks, and our traditional assumptions and norms into near-existential crisis. We’ll strive to build personal economies and negotiate our way through the future of work, learning, and play. To revolutions, the next decade will transform the way we work, learn, and play. To

A WORLD IN FLUX

At some point, every adolescent can physically mature into adulthood, but many adults cannot. 

Technology is changing the way we communicate and interact with each other, the way we work and play, the way we think about our identities.

The Geopolitical Landscape is changing as a generation of youth—led by people born in the 1990s—leaves the world of our great-grandparents behind, while the planet is changing as the climate warms, and as the economies of emerging and developing nations come online.

The planetary systems and market environments that defined the past century hold little sway. Gender is not binary, but a nuanced spectrum. Learning Transcending the false constraints of our fragmented workplaces, markets, and communities.

Four Extreme Personas...