

# **New Normal Trends**

## **Where Does Your Brand Fit?**

- *A Workplace that Inspires Innovation*
- *Unemployment (proj. 9.3% for 2010)*
- *Spending Less, Saving More*
- *High Gas Prices*
- *Entrepreneurship*
- *Crowdsourcing*
- *Global Market*
- *Sustainability: Environmental / Social*
- *Embracing Diversity*
- *Global Outsourcing (India / China / Brazil )*
- *Reinvention: Organization and Individuals*
- *Gen Y: The Millennials – Changing Society*
- *Developing Countries Can Lead Change*
- *Social Media / Digital Business*
- *Women in the C-Level Suite*
- *Status Quo is Outdated (ie. Leadership)*