

Strategic insights: Making sense of big trends

This module is about the big trends that will shape the economy and the environment your organisation will operate in in future.

There are trends we can be reasonably certain of now. For example, the current population structure provides relatively concrete information on how demographics will evolve; expected climate change effects are built into many projections and even elements of technology can be predicted based on take-up or tipping points for network effects.

Other trends are inherently more difficult or impossible to predict. Rapid growth in trade has been a remarkable feature of the global economy in recent decades but geopolitical factors can change this rapidly. History would suggest that we will have further financial crises – but it is difficult to predict when or what will trigger them.

The module will focus on:

- demographic change - ageing consumers, pensions
- technological change - robotics, AI, blockchain
- environmental change – climate change
- globalisation, inequality and markets
- how geopolitical and cyclical fluctuations interact with underlying trends – covering trade wars, anti-capitalism, localism, Brexit, returning to ‘normal’ post financial crisis

At the end of this module you will:

- be able to predict basic market trends
- understand changing demographics
- understand how governments are likely to react to emerging and established trends

This module will use a variety of historical and recent evidence to consider trends. It draws on case studies to illustrate key points. The module complements the modules on making sense of sustainable growth and making sense of the economy.

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