

**10 TRENDS FOR THE  
NEXT  
10 YEARS**

**WHAT TRENDS WILL SHAPE OUR  
COMMUNITIES, ORGANIZATIONS, & SOCIETY  
IN THE NEXT DECADE?**

**2024 - 2034**



**YOU CARE ABOUT THE  
FUTURE**

WE LOVE THAT ABOUT YOU.

**THESE TEN TRENDS WILL  
(RE)SHAPE US IN THE  
NEXT DECADE, SOME IN  
JAW-DROPPING WAYS.**

TEN YEARS FROM NOW,  
WE WANT TO HEAR YOU SAY,

**“YEAH,  
I SAW THAT COMING.”  
YOU SMARTIE.**

This issue of 10X10 is dedicated to YOUR bold, ambitious futures.



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moving jobs, moving cities

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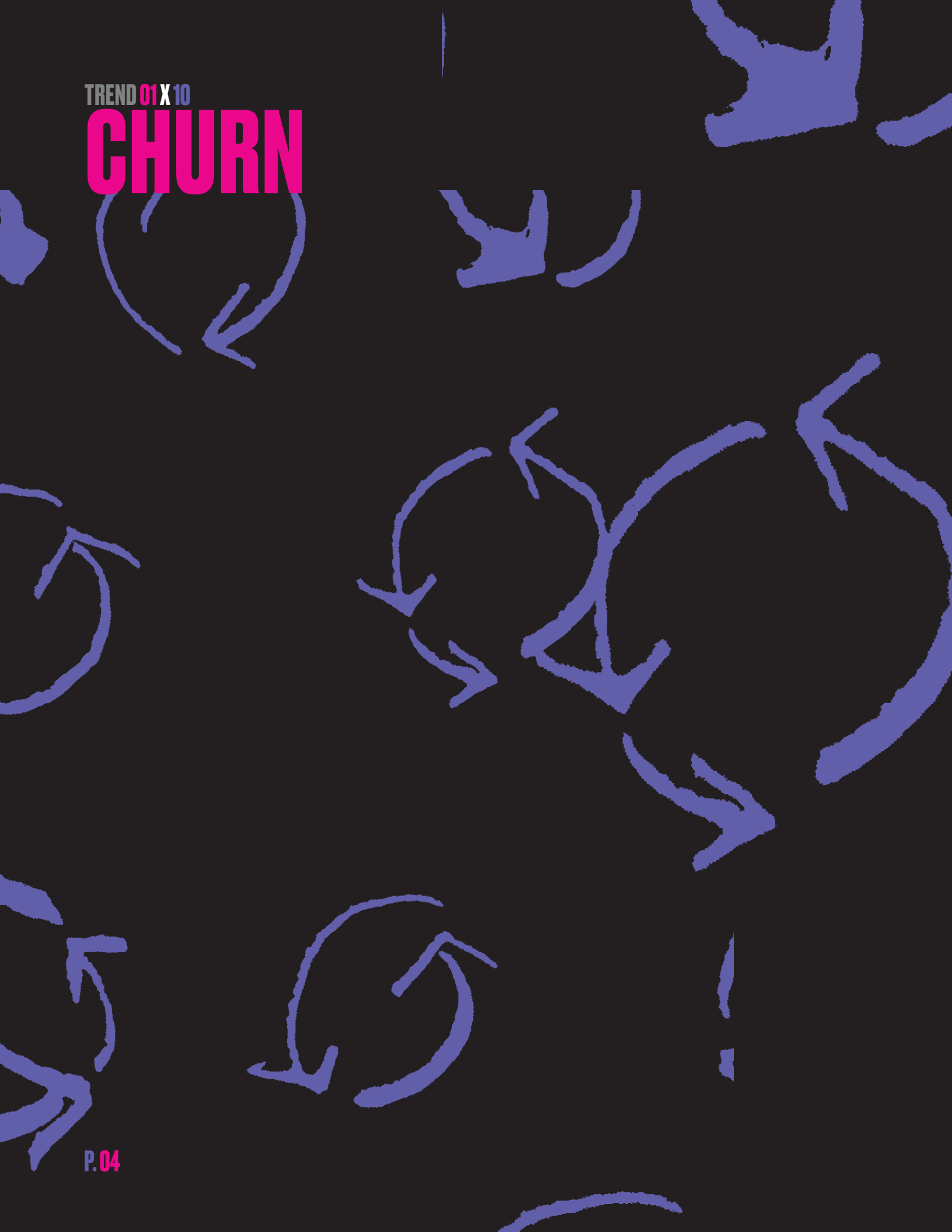
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## FORWARD TOGETHER

TREND 01 X 10

# CHURN



# CHURN

## WHAT IT IS:

People are moving. From job to job. From job to entrepreneurship. From job to retirement, and back. In Q3 2023, more CEOs retired than any other quarter in the last 20 years<sup>1</sup> and the Society for Human Resource Management (SHRM) calls the U.S. labor market a “Quitter’s Market.”

People are also moving from city to city and state to state. In 2020 and 2022, California ran out of one-way moving trucks.<sup>2</sup> Our communities are changing.

## WHY IT MATTERS:

At work, it takes three to five years for new teams to gel. Look around: how many years has your team been together? Are you still in the startup stage? Be patient, it will take time.

In communities, let’s say you’re Charleston, South Carolina. You have 39,000 new people moving in and 20,000 residents leaving. Every year. Over a decade, your community will turn over 50%. What does that mean for your community’s values and norms? Will new residents follow tradition or demand new ways of doing things?

## WHAT TO WATCH FOR:

- ❖ New neighbors. Welcome them. Host a block party. This strengthens weak ties, increases happiness, and builds social capital. The most resilient communities are filled with residents with two close friends.
- ❖ New hires. Welcome them. Help them. Make onboarding more meaningful and bring teams together in ways that strengthen their connections to each other and their work.
- ❖ New startups. More high-potential businesses have started since the pandemic versus any previous period. Watch for new vendors and suppliers, more competition, more innovation, and more competitive pricing.

TREND 02 X 10

# BROWN

# BROWN

**WHAT IT IS:**

A growing imbalance between the increased demand for electricity and its stagnant supply will lead to brownouts.

**WHY IT MATTERS:**

Remember the last time your phone ran out of battery power? Imagine that at scale. And there was no place to plug in and recharge.

Let's talk about demand first. Electric meters are whirring from more electric vehicles, heat pumps, electric boilers, hydrogen electrolysis (bonus points if you know what this is), and the surge of electricity needed for "compute" — the sheer computing power needed to power artificial intelligence.

*Not accounting for the increase in compute, we're looking at a 49% increase in electricity consumption by 2035.<sup>3</sup> Can you feel the grid starting to creak?*

Now let's talk supply. The U.S.<sup>4</sup> must expand transmission systems by 60% by 2030 and triple those systems by 2050 to meet demand and clean energy goals.

**WHAT TO WATCH FOR:**

- ❖ If your community has low electricity rates, you may be approached by technology companies that need electricity to power their algorithms. Be careful about the terms and expectations of any agreements to ensure your energy provider can balance the loads.
- ❖ States may opt away from investor-owned utilities in favor of publicly owned utilities.
- ❖ Fusion, fission, and small nuclear reactors are at various stages of development and could sharply increase the amount of energy produced. Fingers crossed.
- ❖ Increasing sales of generators for personal and business use.

TREND 03 X 10

# SENOLYTICS





# SENOLYTICS

**WHAT IT IS:**

Is aging inevitable? Maybe not.

Senescent cells are old, damaged, “zombie cells” that cause inflammation and tissue damage and turn the cells around them into similar damaged cells. Scientists used to think these cells were an inevitable part of the aging process. (Sort of like we used to think asbestos was a great building material.)

We’re smarter now. Scientists have discovered senolytics, a clean-up crew for those tired, old, trouble-maker cells. Senolytics has the potential to slow down or reverse aging-related problems and diseases like arthritis, heart disease, and vision problems.<sup>5</sup>

**WHY IT MATTERS:**

My mother used to say, “Aging is not for sissies.” Senolytics suggests that aging can be less achy, wrinkly, and ailment-riddled. It could also extend our lifespans and healthspans.

**WHAT TO WATCH FOR:**

- ✘ Senolytic therapies that include piperlongumine, quercetin, fisetin, luteolin, and pippali coming to a pharmacy or retailer near you.
- ✘ More breakthrough research from pioneers like Mayo Clinic and SCRIPPS Institute.
- ✘ New terms to describe older adults. (Stop calling them “senior citizens.”)<sup>6</sup>
- ✘ New debates and discussions about medicare, medicaid, and social security solvency as Americans live longer and the replacement rate shrinks.
- ✘ What else happens when older adults feel better, longer?

TREND 04 X 10

# HOMING



P. 10

# HOMING

## WHAT IT IS:

America needs between four and seven million homes to meet demand, and the current home-building industry is nowhere near that. Every major U.S. city — and many smaller ones — has a housing crisis. Desperation will give birth to a wave of homing inventions.

## WHY IT MATTERS:

There are two ways most people think about the housing crisis. One is highly visible: homelessness. Large encampments and prevalent homelessness are more visible, angering some residents and eliciting political pledges.

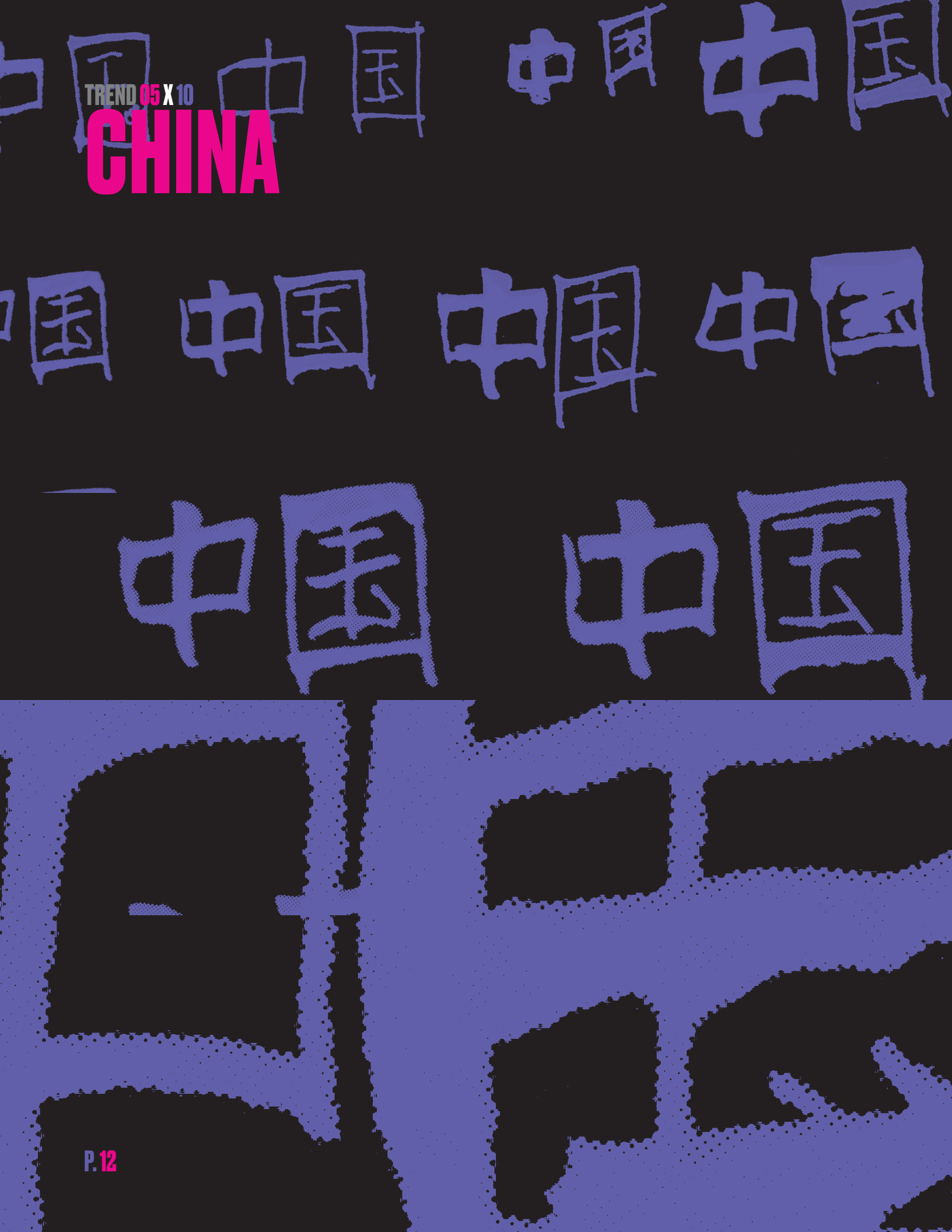
There's a second, less visible way to think of home instability — people who are economically fragile because their housing costs chew up too much of their take-home pay. These people live in homes today, but are stretched more and more thin. Children who experience housing instability have a harder time in school, are more likely to miss school, and suffer from additional stress and anxiety disorders.

## WHAT TO WATCH FOR:

- ❧ New housing and zoning codes that allow tiny communities and cottage communities
- ❧ Missing middle housing that balances density with high quality of life, e.g. duplexes, triplexes, fourplexes, multiplexes, courtyard apartments, and live-work spaces
- ❧ Dynamic collaborations between unlikely partners, e.g. faith leaders, policymakers, and bankers working together to address housing insecurity
- ❧ Copycats to Houston's Housing First effort
- ❧ Housing innovations like Nesterly and Sällbo that promote intergenerational living and boost community resiliency

TREND 05 X 10

CHINA



# CHINA

**WHAT IT IS:**

China wants to dominate the 21st century. Since 1949, it's been working on a 100-year plan of national rejuvenation.

China is the second largest economy in the world. It aims to lead in artificial intelligence, 5G technology, quantum computing, and biotechnology. Its Belt and Road Initiative has created a global network of ports, roads, and infrastructure, smoothing its path toward dominance in global trade and improving its relationships with crucial trade and geopolitical partners.

China has the largest reserve of rare earth minerals in the world and has worked diligently to sew-up agreements that make it the world's leading processor of these minerals, which are critical for the production of smartphones, computers, electric vehicles, and renewable energy technologies.

**WHY IT MATTERS:**

America doesn't want every smart device and technology to pass through China, first. It's a national security risk. This is one reason the CHIPS act is reshoring microchip production.

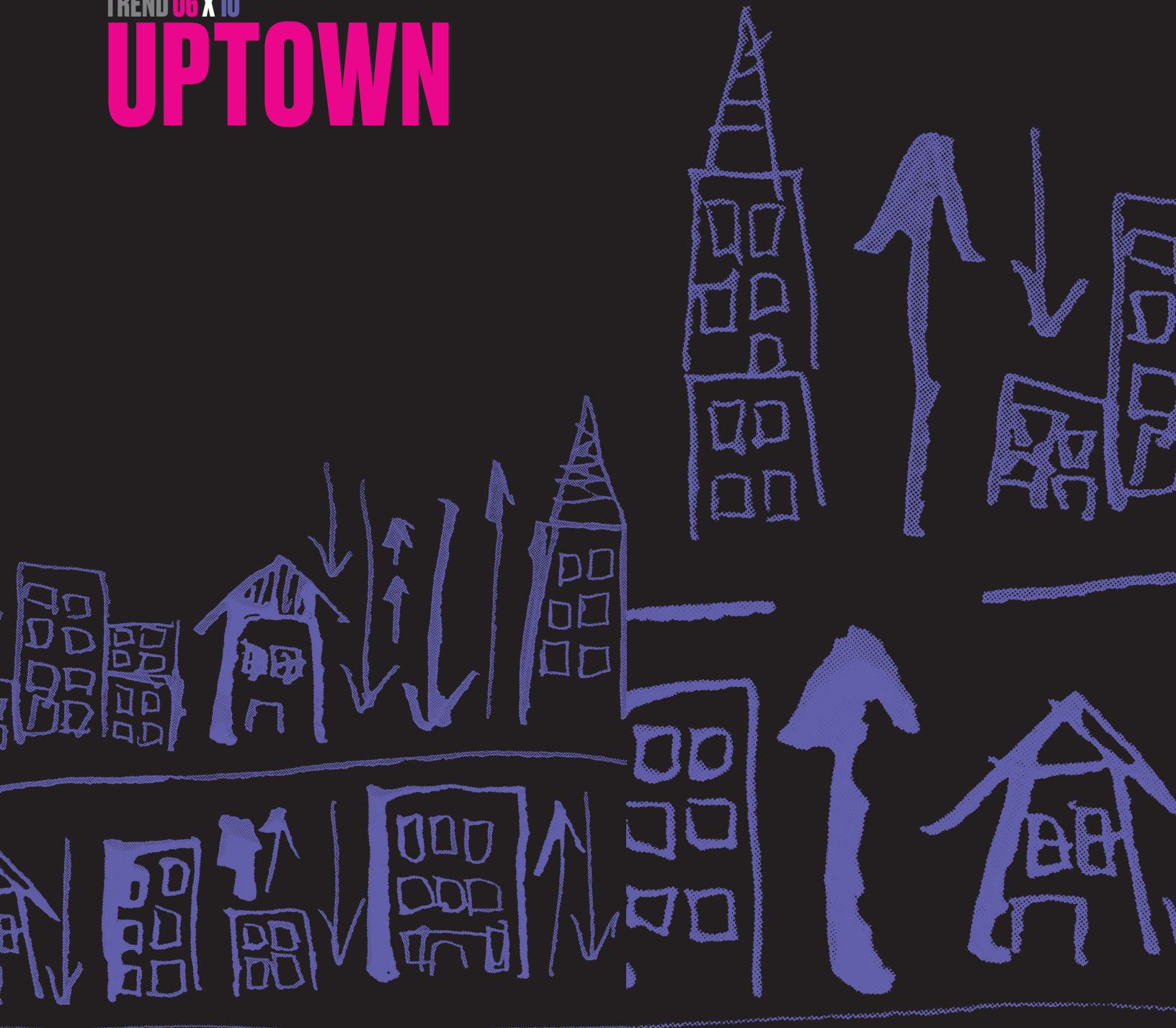
But China has about one decade left, to complete its plan for national rejuvenation. Its population is declining. Its economy is softening. And the world is getting smaller, putting more eyes on China's next political, economic, and geopolitical moves.

**WHAT TO WATCH FOR:**

- ✘ More trade and diplomatic conversations between American and Chinese leaders
- ✘ Growing tensions over Taiwan as China strengthens its military and fights for control in the region
- ✘ "America first" political rhetoric and additional economic incentives and trade shifts away from China by the U.S.
- ✘ Strategic political, economic, or military moves from China when it perceives weakness in America, e.g. during the January 6 insurrection

TREND 06 X10

# UPTOWN



# UPTOWN

**WHAT IT IS:**

The future of downtown is so bright, we're calling it Uptown.

Yes, Covid gutted downtown office workers, scared tourists and spooked visitors, but the next ten years will be a renaissance for downtowns with the foresight to consider what downtowns are really for.

**WHY IT MATTERS:**

People want to be together. To celebrate. To recreate. To have novel experiences. To eat. Downtowns are the original gathering spot for civic life, and the communities who understand and invest accordingly will become the new "it" places for people of all generations. What's more, when people feel connected to each other, they're less likely to participate in schismogenesis (Trend 8).

**WHAT TO WATCH FOR:**

- ✕ Weekend events, celebrations, and concerts that attract residents and visitors downtown
- ✕ Downtown buildings re-imagined and redesigned as live-work spaces, aging-in-place developments, and multiplex housing
- ✕ Downtown schools
- ✕ Free high-speed wireless for downtown visitors, and blazing fast internet for downtown commercial businesses

TREND 87 X 10

# MAGIC



# MAGIC

**WHAT IT IS:**

When ChatGPT was released in 2022, it set a record: one hundred million users in eight weeks. Whether you love AI, hate AI, or don't understand AI, it's on its way to ubiquity...because it seems like magic.

**WHY IT MATTERS:**

Science fiction writer Arthur C. Clarke said, "Any sufficiently advanced technology is indistinguishable from magic." AI's ability to predict, improve efficiency and accuracy, and communicate in an almost human way — at lightning speed — makes it seem like magic. And when technology seems like magic, humans want more of it.

In the next ten years, AI will improve healthcare, agriculture, education and training, emergency management, transportation, cyber security, banking, and more.

**WHAT TO WATCH FOR:**

- ❖ AI applications and best practices will be developed in every domain, from law and finance to climate technology and workforce training
- ❖ Governments will regulate and enforce standards for AI transparency, ethical use, and minimizing harms
- ❖ Public and private institutions will build proprietary large language models (LLM) that apply AI to their specific domains, thereby offering a competitive advantage to customers and users.
- ❖ Arguments about "sentience" will continue among tech nerds, and the Turing Test will become a mainstream term

TREND 08 X 10

# SCHISMOGENESIS

# SCHISMOGENESIS

**WHAT IT IS:**

Schismogenesis /skiz-mo-JEN-e-sis/ means “creating division.” Humans are hardwired for it. (Remember high school cliques?) Anytime you see in-groups and out-groups, e.g. sports, religion, and politics, you see schismogenesis. This is not a new trend, but its amplification is new.

**WHY IT MATTERS:**

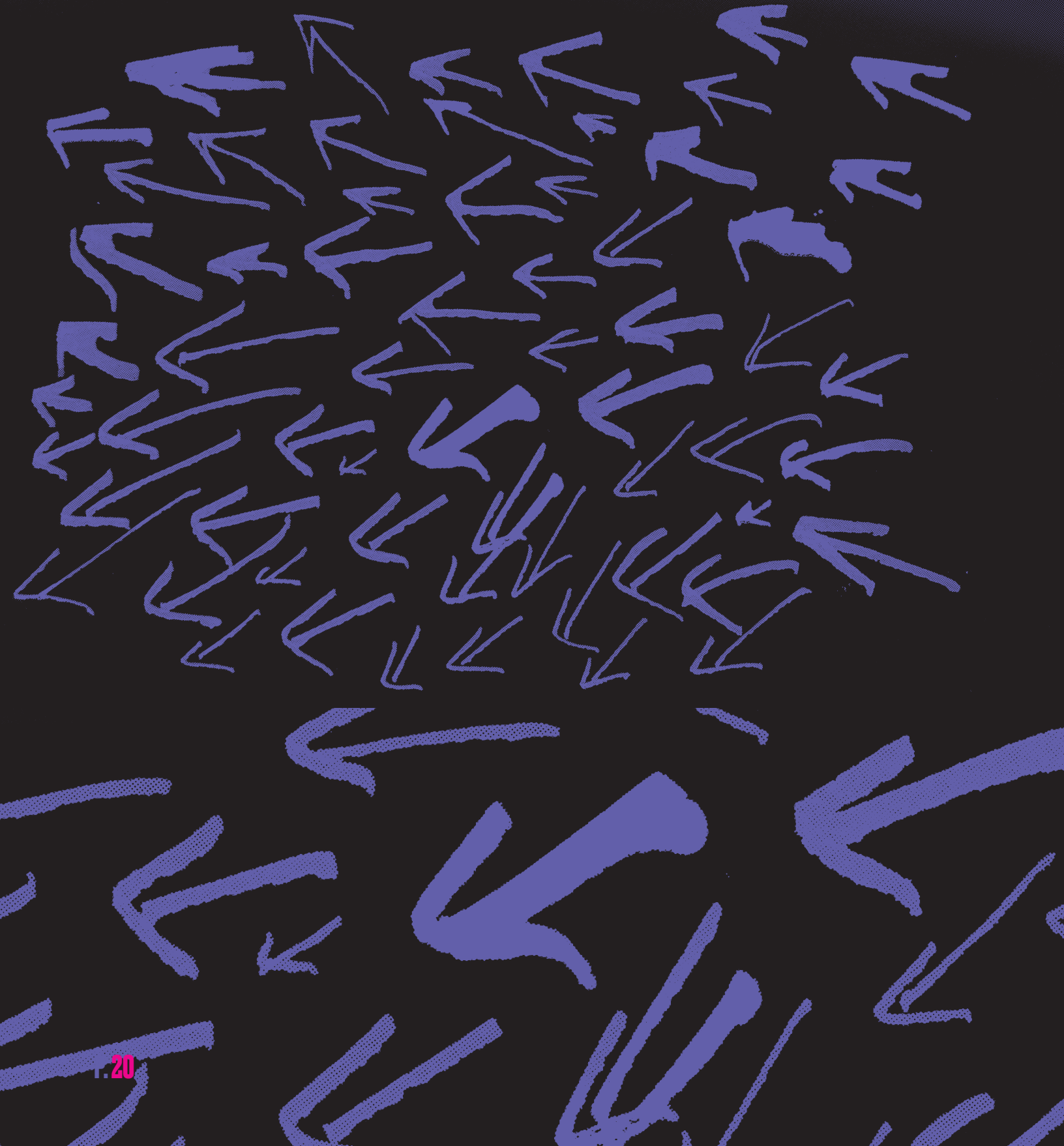
People, companies, and countries need cooperation to accomplish big things. Schismogenesis works in the opposite direction, thwarting cooperation and deepening distrust. Now add the amplifying effects of unregulated social media — where “dunking” on someone is celebrated and “crossing the aisle” is considered selling out — and you can see how schismogenesis will be rewarded at the expense of progress.

**WHAT TO WATCH FOR:**

- ✘ Increasing political gridlock and instability
- ✘ Increasing extremes in politics and religion
- ✘ Regulation of social media companies
- ✘ Efforts like the Solutions Caucus that works across political party lines
- ✘ Countermeasures to promote empathy, dialogue, understanding, and conflict resolution in affected communities or groups.

TREND 09 X 10

# MANAGED RETREAT



# MANAGED RETREAT

**WHAT IT IS:**

A proactive strategy to relocate residents from areas vulnerable to flooding, erosion, and extreme weather. Managed retreat is extremely difficult. It is expensive for cities (loss of tax base), divisive, and gut-wrenching.

**WHY IT MATTERS:**

Here's how we do it currently: When a family loses their home due to a natural disaster, they're offered the full, fair market value of their house (valued *before* the disaster.) The federal government funds 75% of the buyout. State and local governments fund the rest and administer the programs. Over the last 40 years, municipalities have relocated about 50,000 American households at a cost of about \$3.5 billion, typically a few homes at a time. At this rate — even if FEMA and insurers had the money to continue this practice — it would take thousands of years to help all at-risk American homeowners and their households move to safety.<sup>7</sup>

Managed retreat will be introduced, refined, and innovated in America's highest risk areas in the next decade.

**WHAT TO WATCH FOR:**

- ✘ Insurers withdraw coverage in high-risk communities
- ✘ Mayors and electeds are recalled when proposing managed retreat, replaced by electeds supported by special interests who have an interest in maintaining property values
- ✘ Insurers, real estate agents, and consultants who specialize in managed retreat and climate migration

TREND 10 X 10

# RU OK?



# RU OK?

**WHAT IT IS:**

What it is: “Are you okay?” is a question humans ask each other to check their mental and physical well-being. You’ll hear more of it – or versions of it – in the next ten years.

**WHY IT MATTERS:**

Americans used to suffer from anxiety, depression, and other mental health conditions in silence, invisible to family and peers. Since the pandemic, mental health has emerged from the shadows into the mainstream. Millions of Americans – especially our youth – were NOT okay. In the next ten years, people’s comfort with talking about their mental health – and rallying around others who are going through a hard time – will increase, ushering in a new wave of treatment options, innovations, and apps.

**WHAT TO WATCH FOR:**

- ✘ AI chatbots will help people manage their day-to-day emotional well-being
- ✘ New apps and mental health treatment options will come online, offered anytime and anywhere
- ✘ Health insurance plans and employee assistance programs will make mental health a default option

# FORWARD TOGETHER

ARE YOU A  
**VISIONARY CHANGE-MAKER**  
TRYING TO BUILD **A BRIGHTER FUTURE?**  
**YOU'RE NOT ALONE.**

(Even though it feels like it sometimes.)

THESE SMILING FACES ARE  
**REAL PEOPLE WHO ARE BATTLE-TESTED,**  
STRIVING TO MAKE OUR ORGANIZATIONS  
AND COMMUNITIES  
**BETTER FOR FUTURE GENERATIONS.**  
**REACH OUT ANYTIME.**



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