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# TRENDS IN THE TRANSFORMATION ECONOMY

Where health,  
well-being  
& happiness  
matter most

Lannoo  
Campus

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# PREFACE

Dear reader,

There is a reason why I do what I do.

There is a reason why, 10 years ago, I became a keynote speaker, author and podcast host. Or at least one reason stands out most, perhaps.

I want to provide people with what I personally did not have the time for as a business leader: **“Making sense of the changes in the world to build a better business for my customers.”**

So, I hope this book will bring you precisely that, whatever company or organisation you may work for, whatever function you hold.

What’s certain is that you’ll discover insights, examples and trends on various topics in this book, ranging from Artificial Intelligence to healthcare, mental health to finance, sustainability to corporate well-being, and from sex to the Metaverse. But more importantly, this book answers three of the most pertinent questions business leaders face today.

- 1. How do we benefit from technological innovations?**
- 2. How do we contribute to societal and environmental challenges?**
- 3. How do we bring what matters most to our customers?**

Whatever industry you are working in, I’m confident you’ll discover the answers or related inspiration to these questions while reading the book.

But the main answer to these questions is: **“We are entering The Transformation Economy.”**

This is a shift in how value is created for customers. It is driven by the previous questions and results in solutions that go beyond meeting the customer needs and expectations. A great Customer Experience is no longer enough. People seek Customer Transformations that make them **“feel better, healthier and happier”**.

That is what matters most to them.

That is what we all value most in life.



*The first of five parts of the book will introduce the importance of these transformations. The second part explains how to create those Customer Transformations.*

*It may sound easier said than done.  
And you'll learn that it is indeed not that difficult.*

*I've conducted several years of research, experiments and interviews for this book to make Customer Transformation more tangible.*

*The result is the **Life Aspirations Model**.*

*It's a model that makes this "feeling better, healthier and happier" more tangible.*

*It's a model that is built on universal human values and priorities.*

*It's a model that helps create Customer Transformations for any business.*

*As with any model, framework or matrix, it may feel weird at first.*

*But by the end of the book, it will sound (almost too) obvious.*

*That's a promise.*

***Because aspirations are the new needs.***

*You'll discover the Life Aspirations Model in the second part of the book.*

*The following sections will then showcase how Life Aspirations are used in Healthcare, Business and Technology. (These are also the three main categories of my keynotes and my newsletter.).*

*You can always refer back to the Model at any time.*

*We've even printed coloured pages to help you find the Life Aspirations swiftly.*

*It serves as a reference, so it might be the least pleasant part to read in one sitting.*

*Like my first book, that's also how this book is written:*

*It's a reference guide on the Transformation Economy.*

Here's what I would recommend:

- Read Chapters 1 to 5 because they introduce the Transformation Economy.
- Dip in and out of the Life Aspirations Model as needed.
- Consult the chapters 6 to 14 in any order (or read them all in one flow).

The book contains a ton of examples, often separated from the main text by an indent. You can skim over them or discover how it's been done before.

The book also covers various industries.

It can inspire you even if you are not active in a specific industry.

You'll learn from the Life Aspirations applied.

You'll discover how perhaps you can play a role in that industry.

You'll realise yourself how it might enter your sector as well.

But all in all, it will help you understand one thing:

**We have indeed entered the Transformation Economy.**

This book answers the three questions business leaders ask themselves today about technological innovations, societal and sustainable challenges, and what customers value most. But most of all, I hope this book makes sense of the changes in the world.

I hope it helps you to build a better business for your customers.

If so, I am convinced it can help build a better, healthier, happier world.

And that would then make me happy.

Because that is the reason why I do what I do.

Thank you for picking up this book. I really appreciate the time you invest in it.

Now, sit back, relax and let the inspiration take hold.

-Christophe-

P.S. If this type of content is up your alley, then subscribe to my newsletter on Transformations in Health, Business and Technology.

Subscribe via [www.christophejauquet.com](http://www.christophejauquet.com).





**PART 1**

# **TRANSFORMATIONAL TWENTIES**



**CHAPTER 1**

**TRANSFORMATION:  
THE WORD OF  
THE DECADE**

As we entered the 2020s, I sent out a newsletter to my subscribers stating that ‘transformation’ would be the most important word of the decade ahead. What I meant by this is that companies and brands would be expected to transform the world, and the customers in it, in order to remain valuable enough for them. How could they do this? By honestly helping people with their Life Aspirations.

If the 2010s were all about ‘digital transformation’ for businesses, I firmly believe that the 2020s are about customer transformation. I’m not suggesting that digital will become less important. But the impact of applying digital solutions will shift from simply transforming products or services into an enjoyable experience towards transforming customers. Offering satisfying customer experiences (CX) will no longer be enough; brands will have to be aspirational. They will have to be the sustainable, diversity-endorsing, healthy and happy heroes their customers aspire to be themselves.

***The Transformation Economy is the economic model centred on offering solutions designed to facilitate personal growth, better health and increased happiness in society and on this planet.***

This is the Transformation Economy we will be delving into in this book. It’s the economic model centred on offering solutions designed to facilitate personal growth, better health and increased happiness in society and on this planet. It prioritises experiences that lead to positive change in individuals’ lives rather than traditional goods and services. The focus is on value creation through transformative experiences that enhance the well-being and overall quality of life for the customer, leading to a more life-aspirational form of commerce.

I alluded to this in my first *Healthusiasm* book, dedicating two segments in the first chapter to the rise of the Transformation Economy and the relevance of transformations themselves. In chapter 5 of this book, I will come back to why the Transformation Economy is so important for all types of businesses today. But first let’s pay some attention to why transformations are relevant and in what ways today’s society is motivated to transform even the parts of their lives that were previously considered untouchable or taboo. In this segment we’ll learn that people today are concerned by three significant types of transformation:



- Transforming ourselves – health and happiness
- Transforming society – inclusion, equity and diversity
- Transforming the planet – sustainability and climate change

We'll delve into these various sought-after transformations and their role in propelling the significance of the Transformation Economy in this first section. The second part will guide you on creating these transformations for your customers, while the following sections explore how healthcare, business, and technologies (will) have to become (more) transformational. But first, let's lay the groundwork by taking a closer look at these transformations.

## Transforming ourselves

In today's self-service world, individuals manage their own financial, travel and hospitality needs. This trend is extending into personal development as well. As technology democratises health and self-care, people are seeking ways to gain greater control over their own health and happiness, often from companies not traditionally linked to healthcare and in areas of life that were previously left untouched like science, ageing and death.

People are also enthusiastically adopting the new self-monitoring technologies that give them greater insight into and recommendations about their own health. Activity trackers, pulse metres, and blood pressure monitors, but also genetic and ketone testing are all now available to us as private individuals. We can use the information provided by these technologies to conduct our own personal science projects and improve our overall health.

Because we've started thinking about life differently. We live. We age. We die. But today we don't simply wait for those inevitable stages to occur. We no longer feel 'as old' as previous generations did. We don't want to be limited by age, despite the physical signs of ageing like wrinkles and grey hair. This shift has fuelled a 'Flat Age Society' where lifestyle choices are less age-dependent, where the massive anti-ageing industry is transforming into an ageing-well industry. The scope for transformation lies in the ever-present paradox: we want to grow old without the drawbacks of

ageing. The rapidly expanding longevity industry seeks to increase health span, not just life span, exploring everything from traditional pharmaceuticals to life-changing biohacking, with a focus on living well rather than just living longer.

But it doesn't stop there. We aspire to transform death and how we die as well. We don't want to die alone in a cold, sterile environment, but surrounded by our loved ones. We don't want our funeral to be a sad, dark affair, but rather a celebration of a life well lived, filled with love and joy. We want to give back to the living in death by taking care of the planet with more sustainable burial practices. Death has been transformed from something sinister to a moment of healing.

## Transforming society

People all over the world want to feel connected with others and be part of a community; it makes them happy and gives them a sense of belonging. However, many people still feel lonely and this has been getting worse year after year, affecting their happiness and health. The COVID-19 pandemic intensified this loneliness because it prevented people from seeing others and doing normal social activities, changing how they live and see themselves. This has led to self-care – where the focus was previously often on 'me-time' – becoming more about caring for ourselves as a social being and coming together with other people in a caring atmosphere, whether online or in person. Society may have become increasingly fragmented, but concepts such as 15-minute cities, urban collective farming and ageing in place aim to rebuild the social cohesion we've lost over the last 100 years.

There's no one type of self-care that works for every individual. We need a blend of activities, alone and together. And when people look for these activities, they have begun looking to others for support or to support them in turn. In doing so, they are breaking the taboos around topics that were previously considered too personal, shameful or different. With a desire to find the best approach to their own physical and mental health, people are finding each other in various ways. This approach far outweighs the few minutes a health professional can devote to it. Mutual support networks are now helping those living with chronic illness to find help, recommendations and a sense of belonging to a community.

We share information, approaches, opinions, techniques, and technologies in these new social networks. And because even the most dedicated medical professional can't possibly keep abreast of developments as well as a whole group of motivated people, such social networks can often enable greater insight into potential therapies than the average general practitioner. Even for those with no specific health concerns, sharing approaches and new technologies has enormous benefits and makes them feel part of a wider community.



## BRINGING PATIENTS TOGETHER

Look at how solutions such as **Carenity** (the first social network for people living with chronic conditions), **PatientsLikeMe** (the world's largest personalised health network) or any **Facebook** group devoted to a particular condition do just that. They answer patients' needs (for information), meet their expectations (by being convenient) and help them with their life aspirations (ensuring they don't feel alone with their illness). I'm also impressed by the start-up **Patient Partner** for the same reason. They bring together patients about to undergo surgery with people who have already had the same operation, thus providing patients with information, relevancy and togetherness. All of these platforms fully engage patients by making them feel they're not alone.

Meanwhile, social media has enabled voices that were once less heard, including minority groups, to share their stories. Online and local communities are uniting to challenge unfairness and promote social change. Traditional media, including TV and newspapers, are now more inclusive, showing diverse stories and backing important social issues. Workplaces are evolving too, reflecting society's demand for diversity and community support. In politics, we see a trend towards more representation from diverse groups. Education and healthcare are also adapting, to emphasise inclusion and use technology that makes services accessible to all.

# Transforming the planet

You might not immediately see how transforming the planet is related to our own personal aspirations, but climate change is having an impact on our mental health and how we lead our lives. A global survey published in *The Lancet* in 2021 showed that almost 60% of 16- to 25-year-olds feel 'very' or 'extremely' worried about climate change, with nearly 4 in 10 asserting that they're 'hesitant to have children' as a result. Our drive to transform our immediate environment and the planet at large overlaps with our own health and happiness. But unlike the past 100 years, now our concern is not about extracting as much of the Earth's resources as possible, but instead about taking our place in an ecosystem that can already support us: transforming the planet into a healthy setting for the human race and all the other species that share it.

Indeed, there's growing evidence that if we don't make major efforts to reverse human impact on the planet, many regions will soon become increasingly hostile to the species currently present there – humanity included. The World Health Organization (WHO) has calculated that climate change could cause an additional 250,000 deaths and cost an extra 2–4 billion US dollars annually around the world. The WHO, therefore, considers climate change to be the single biggest health threat to humanity. In order to protect and preserve human health, we first need to protect and preserve the source of that health – nature.