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# 7 key trends to help bring authenticity to our digital age

### Purpose

Purpose-driven companies grow on average three times faster than their competitors while still achieving higher employee and customer satisfaction.

#### Fusion

Dissolving industry boundaries make way for open ecosystems, leaving companies to consider how to move beyond traditional constraints and redefine their businesses.

### **Participation**

Increased customer interaction can build competitive advantage, strengthen loyalty, and generate brand value across the entire product and customer lifecycles.

# Agility •

Meet in the moment with if/then campaigns, agile decision-making, and real time action. It's both a framework and a mindset.

















Constant technological change and increasing reliance on digital can leave people wanting for human connection. These seven trends can help build connection to drive engagement and growth for brands in 2020.

## Human Experience

Align company values with stakeholder values to build more connected and inclusive human experiences.

#### Talent •

Meaningful engagement inspires talent, ultimately benefiting the customer, the workforce, and the bottom line.

#### Trust

53% of people said they would never use a company's products if their data is sold for profit.

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