How are we handling the pressures of the Big Shift? While individuals are gaining power as consumers, they are feeling far less secure as performance pressures mount on the companies that employ them. The rapid advance of technologies has outpaced the ability of many institutions to understand and take advantage of the new opportunities they enable, resulting in anxiety and discontent.

### BIG SHIFT: BUILT ON TECH

Decreasing costs of core digital technologies power the tools for broader innovation to create new ways of working and living.

- **Computing power**
  - 2003: $1,197 per million transistors
  - 2016: $222 per million transistors
- **Storage**
  - 2003: $569 per GB
  - 2016: $0.033 per GB
- **Bandwidth**
  - 2003: $11 per thousand Mbps
  - 2016: $0.016 per thousand Mbps

### QUANTIFYING ANXIETY vs. MEASURING HOPE

The effects of the Big Shift are unevenly distributed and the gap is widening.

- **Annual Compensation for "Creative" Roles Relative to Others**
  - 2003: +$48,550
  - 2016: +$63,000

- **Return on Assets**
  - 1965: 4.1%
  - 2016: 1.3%

- **Social Media Participation within Organizations**
  - Up 14% since 2012
  - 39%

- **Attend Conferences**
  - Up 12% since 2012
  - 47%

- **Travel Volume**
  - Up 8% since 2012
  - 120%

- **Growth of Most and Least Creative Cities since 2006**
  - 35%
  - 1%

“Only 13% of workers have passion, but 52% have some attributes—a valuable resource for companies to cultivate.” - John Hagel

When firms react with a short-term mind-set—turning inward and acting defensively—it increases the pressure on firms and individuals.

The good news is that, if properly harnessed, these flows enable small moves, smartly made to set big things in motion.” - John Hagel

While the decline in performance for companies in the bottom quartile is much worse, even the market leaders are losing the top position at a faster rate.

Read the full report here: https://dupress.deloitte.com/dup-us-en/topics/strategy/shift-index.html