

CHRISTIE SMITH AND MARTHA COTTON TALK FJORD TRENDS 2022 VIDEO TRANSCRIPT

Christie Smith [00:00:05] Martha, I am so excited to spend time talking to you about my favorite new report, the Fjord's Trend Report. And there's so many things in it that I think are incredibly rich.

Martha Cotton [00:00:19] The first trend is called come as you are. And this, I think, I love this, well I love all the trends, but I love this one in particular because, you know, my background is anthropology, and I've always kind of studied how people engage with the world and with each other and connect to culture. And this one very much speaks to this new way that people are approaching how they show up as humans. And so, essentially we're saying like people in this trend are really rethinking everything about their lives. They're questioning what they value, their questioning sort of how they want to show up. They're showing up as they are. They're saying, unapologetically, this is me. It's also having huge impacts to how we think about work. We think that this really helps us think differently about the great resignation, for example. So it's about kind of that, that sense of individualism that is on the rise for people.

Christie Smith [00:01:17] When I took on the role of T&O leading the global practice almost a year ago now, you know, one of the things that I had the good fortune of hearing is, you know, we certainly want it to be, you know, from a financial standpoint, a big practice. We want to grow our products, our platforms, all of those

things. But the question then came where the ambition came of what if we could solve for the humanity in the workforce and, you know, through simple things. And one of them is what you talked about, which is this sense of agency. Right? An agency really providing, in organizations and communities, needing to provide through this awakening of people's sense of agency, you know, access to the tools and the opportunities, growth, learning, development, all of those things. So what's next?

Martha Cotton [00:02:21] People are going to be cautiously knitting together this new reality. And I think we'll see a lot of experimentation. I think we'll see a settling in how we approach a hybrid life. And by that I mean, the kind of exchange you and I are having now. And, you know, supported by digital technology and the premium nature of a face-to-face encounter. And, you know, and then again, sort of this other place of the metaverse. So I think that, I think that we fundamentally collectively as a human population will really approach those relationships differently and approach this idea of a hybrid engagement with the world. To me, that's here to stay. And that is something that has definitely I think, you know, it was happening but is just absolutely being accelerated by the pandemic. And so I think that we're going to start to see sort of a settling out of how we approach our



engagement with the world, with our, with our work, with our employers, etc., as we kind of knit together this new fabric.

Christie Smith [00:03:38] Yeah. Well, I can't thank you enough for a, spending the time with me, but b, the report and putting the human at the center. I think that that takes incredible courage and leadership. I'm super proud to be part of an organization that released a report like this, really reminding us how important relationships are, how important the qualities of trust and curiosity and suspension of self-interest and scarcity is a good thing. Those are all things that I think this report just nails in is provocative around. So thank you for all you've done and thanks for spending the time with me today.

Martha Cotton [00:04:20] Oh, thank you. This is a great, great dialog. I really enjoyed it.