

**THE POWER OF ONE: HOW TO BE A CHANGEMAKER**  
TEDx Frederiksberg by Anne Lise Kjaer

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THINK

# THE POWER OF ONE

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COVER SLIDE

## THE POWER OF ONE: How to be a Changemaker



**Modern art often reflects what's going on in the world.**

**This year's Art Venice Biennale (2019) was themed: "May You Live in Interesting Times".**

The cover photo is **The Nordic Pavilion at the biennale showing the installation: Weather Report: Forecasting Future**. The Venice Biennale could very well have been subtitled: 'A World in Crisis'.

**With the political climate being undermined by fake news** – crisis upon crisis – global trust is in decline. The very values on which we base our future assumptions are now being challenged. It is time to reset our moral compass and our value(s) parameters.

**BUT ideas alone are not enough.** Our success stories will depend on how well we channel our creative energy – the journey from our Head to our Heart to our Hands. Because an idea is just an idea until it's fuelled by passion and guided into action.

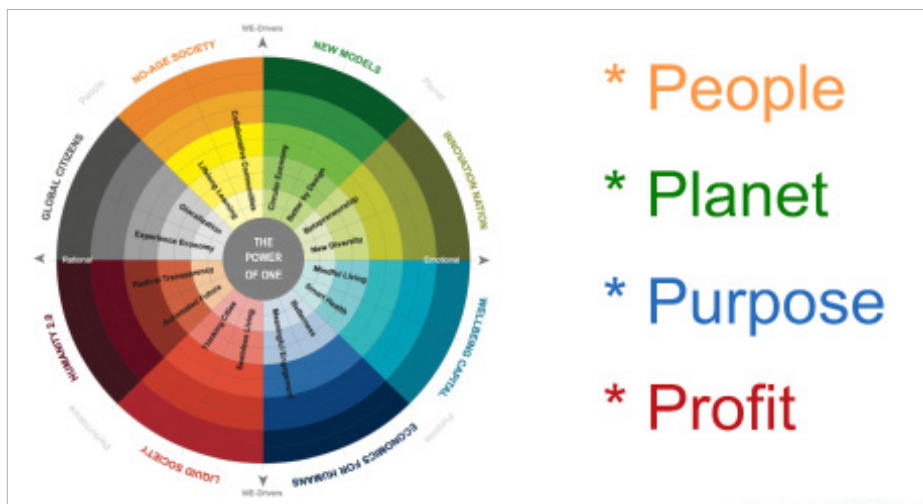
**The question is:** "How do we reach beyond what we know today and tap into new models to cultivate a sustainable future?"

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SLIDE 2

## WHY: Everything is Interconnected



**First, let's redraw our map for success.**

**This Trend Compass is an inclusive vision for navigating a more sustainable future.**

**The principles are simple:** When we balance People and Planet with a Purposeful ethos to match – we cultivate an inclusive society and that leads to sustainable Performance.

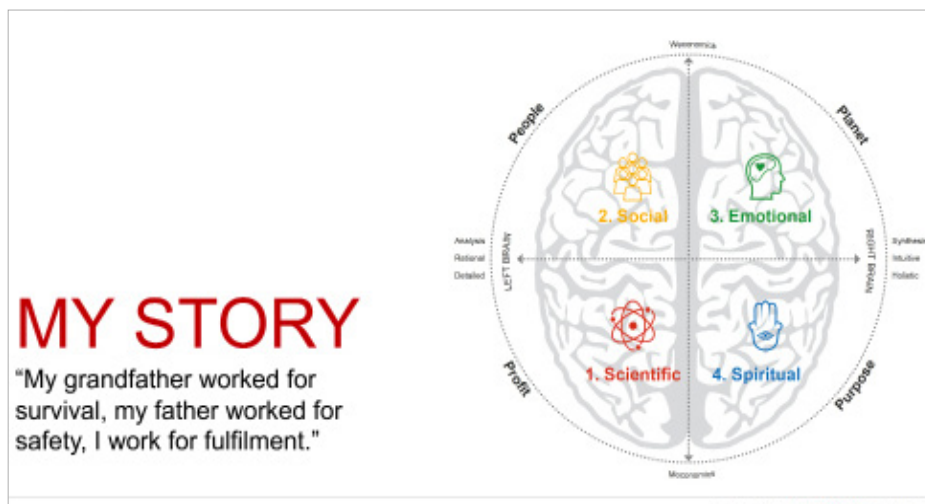
**What's interesting in this multidimensional framework** is that it connects the trends in One Vision. But how does this work in practice?

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SLIDE 3

## WHAT: Whole-Brain thinking



When we look at the 20th century it was very left-brain focused – capital P for Profit seemed to be our only parameter for measuring progress.

My own family narrative verifies that: “My grandfather worked for survival, my dad worked for financial safety, while I work for fulfilment.”

For people to feel fulfilled, our planet to thrive and communities to prosper, a more inclusive definition of sustainability is needed. I call this **Whole-Brain Thinking**.

To navigate complexity and meaning, tomorrow’s leadership agendas must embrace new thinking. On an individual level we can choose to lead by tapping in to the Power of One – changing one thing at a time.

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## HOW: The building block of the future



**The traditional 'linear ways' of navigating the future no longer work.**

The Trend Atlas is a 360° outlook – **it contains the core building blocks of the future.**

**This is how I see the bigger picture** – I study multiple layers in society: The Scientific, Social, Emotional and Spiritual dimensions – because they are all closely interlinked.

**The fact that something is hard to quantify doesn't make it any less important.** On the contrary, we have to approach the future with an open mind and a wide outlook.

Let's explore **the 4 dimensions from the Trend Atlas and stories about Changemakers:**

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## SOCIAL: Tapping into social structures



**The Social Dimension** is about people, organisations and how we communicate.

**Changing global demographics already affect the dynamics of work and education.** This fosters a new need to boost innovation capacity as well as organisational and individual resilience.

**TREND: Ideas are a crucial currency** – new diversity is key to cultivating creative thinking. It's about diversity of thoughts, skills and mindset, as well as gender, age and ethnicity, etc.

**Changemakers: I believe that ART is as essential as SCIENCE in communicating** knowledge and spreading positive change – I call this ART/SCIENCE convergence.

Slide photo: **Marco Godinho: Written by Water – a story about the past, present and future of migration** at the Luxembourg Pavilion at this year's Venice Biennale!

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## EMOTIONAL: Matching the needs of people and planet



**The Emotional Dimension** explores drivers of consumption, wellbeing, and lifestyle choices.

**Emotionally intelligent organisations are characterised by passion and purpose** – these inform all activities – and with a culture where wellbeing take centre-stage to fuel sustainable high-performance.

**TREND: Betterness connects with our desire to build a secure future** that enhances our lives and communities – opting for ‘less, but better’, we cultivate a better world together.

**As changemakers, Toyota don’t just want to be the best in the world, they also want to be best for the world.**

In 2003 we developed our first Automotive Trend Atlas 2025 – scanning Spiritual trends was a critical milestone.

I recall asking them: “Why don’t you advertise how ethical you are?” They answered: **“We at Toyota believe it’s unethical to advertise that you are ethical.” This was an essential lesson on ‘betterness’!**

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## SPIRITUAL: Motivations to fuel the quality of life



**The Spiritual Dimension** contains motivations and values that fuel our quest for quality of life.

**Health is now our most important capital, as our lives and work-lives are extended.** Self-care is no longer considered a luxury, but a necessity for work/life balance and our wellbeing.

**TREND: Mindful living is the new norm and response to modern life stress,** as we begin to understand the impact our lifestyle choices have on our overall health and wellbeing.

**Real changemakers have a purpose beyond economic performance.** Purpose is the eternal prerequisite for success and an essential ingredient for both individual and business growth.



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## SCIENTIFIC: Overview of P-E-S-T-E-L trends



The **Scientific Dimension** of the Trend Atlas is aligned with the P-E-S-T-E-L trend model.

**As futurist I look at the world as a whole**, and as designer I see things not as they are BUT as they could be – combining the two is how I inspire change!

**The challenge with business as usual** is the focus on getting maximum return from old models instead of imagining new ones that would be less harmful to the environment.

**Changemaker Buckminster Fuller** (architect & inventor) said: “You never change things by fighting the existing reality. **To change something, build a New Model that makes the existing model obsolete**”.

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## ONE VISION: Connecting the dots



**For new thinking to happen, seemingly unrelated dots must be connected.** Linking trends with values can help us narrate profound stories about tomorrow's world.

That means **balancing the Rational Touch Points** of the Scientific and Social dimensions **with the Soft Touch Points** of the Emotional and Spiritual dimensions – fostering positive growth **in ONE VISION.**

**When businesses and people imagine the future together, all stakeholders benefit** from a common outlook and understanding of how to be changemakers.

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## CONCLUSION: Imagine the future



**THE POWER OF ONE** is to realise that while we are all are part of something bigger.

**Every single individual hold the power to create change.** That means you too can be a changemaker too – every success starts with the decision to try. **What's your story?**

**Tune into it and ask: What's my purpose?** What makes me happy? What future do I really want? Imagine a detailed scenario.

**Because when you can imagine it – you can make it happen!**



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