



1.3 Decoding the world

January 2021

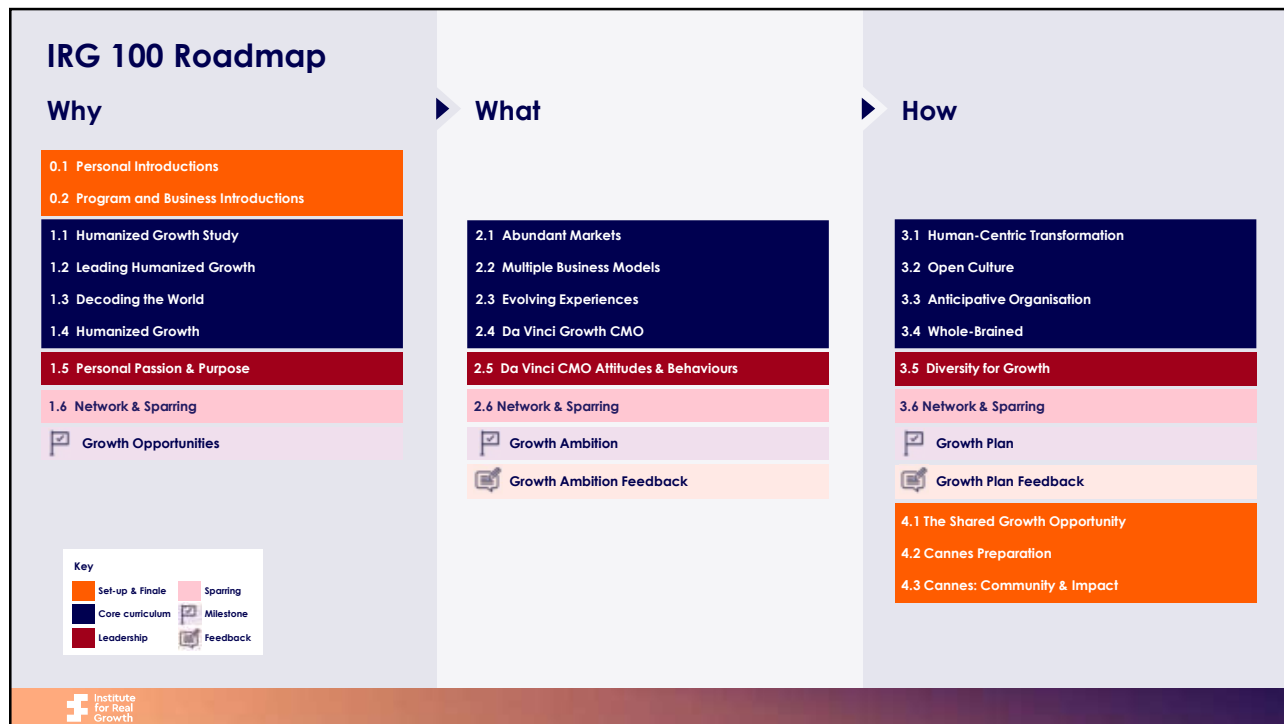
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Today's Agenda

- 10** 2021 Overview & Poll Results
- 10** Rosling @ Davos
- 20** 10 Key 2025 Tensions
- 40** Connect and discuss
- 10** Reflection & Close



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Humanized Growth Benchmarking

"The Benchmark exercise really helped us identify our growth opportunity ... and drive alignment for us a leadership team"

- CMO Participant IRG2020

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IRG Benchmarking

Qualitative

STAKEHOLDER INTERVIEWS

- ▶ 3-7 interviews recommended
- ▶ Based on influence and/or content matter expertise
- ▶ Around the 7 building blocks

Quantitative

ONLINE SURVEY

Suggested benchmark sample size: N = 30-100

- 2/3 Marketing & Sales (Incl. Insights, Comms, etc.)
- 1/3 Others (Incl. General Mgt, Strategy, HR, IT, etc.)
- 1/3 Senior (C-Suite)
- 1/3 Middle (VP/Director)
- 1/3 Junior (Manager)



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IRG Benchmark Dashboard



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Humanized Growth Benchmark toolset, timing and support

Toolset

1. IRG Presentation
2. QUAL Vision Interview Guide
3. QUANT Survey Link

Timing

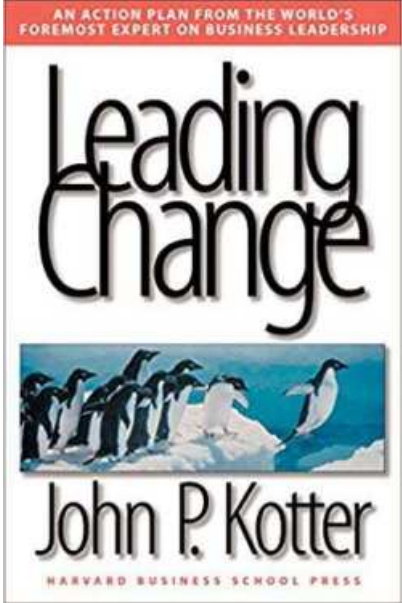
Open throughout the program
Growth Opportunity deadline extended to **January 22nd**

Support

Individual sparring session with Marc or Frank

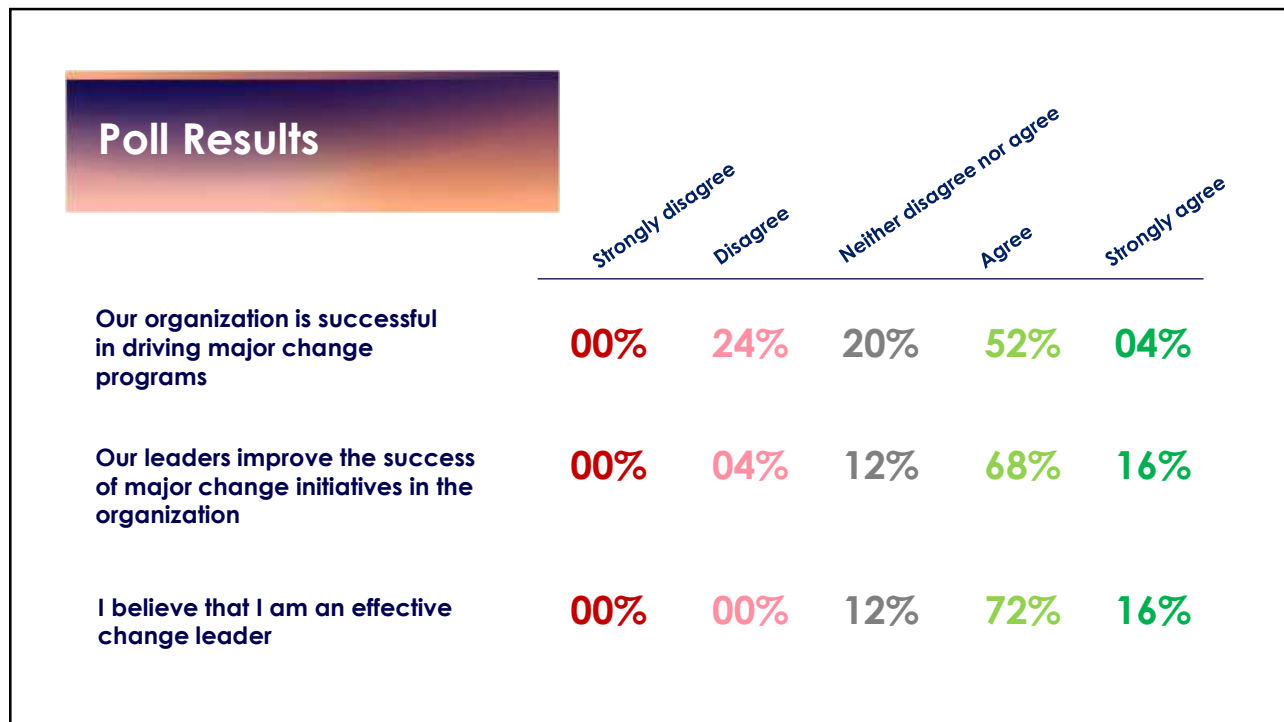
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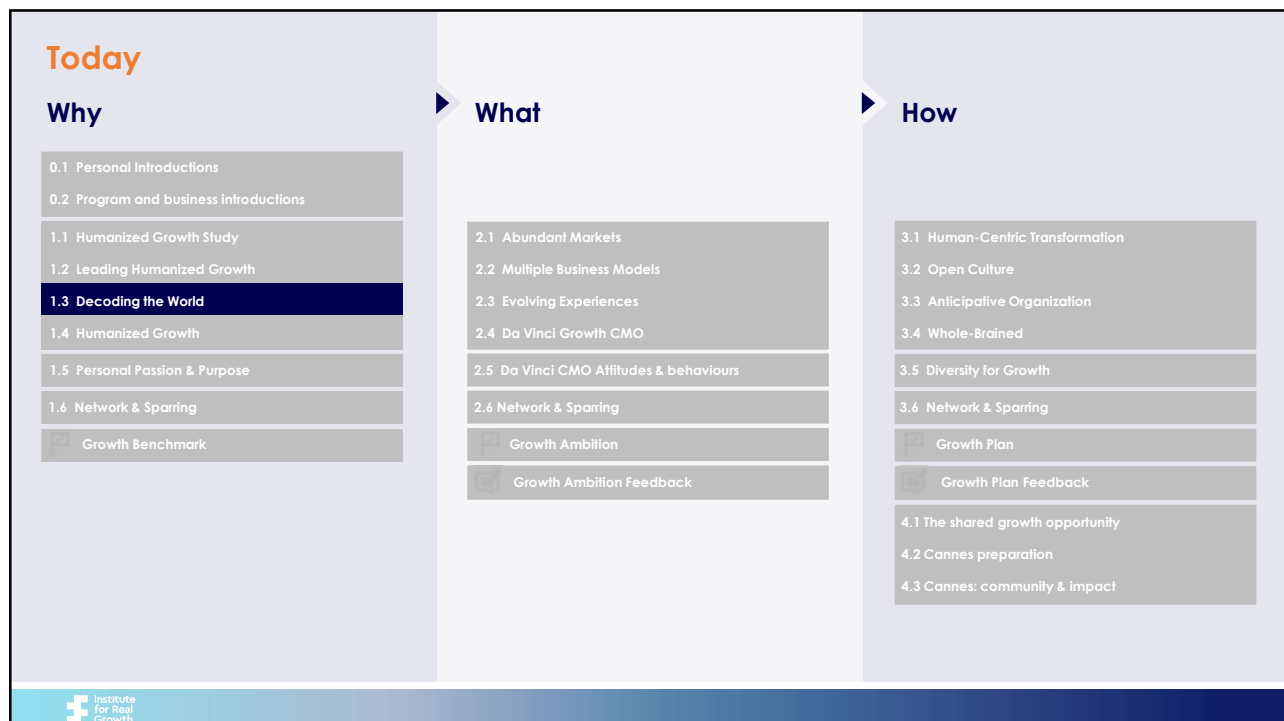



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10



11



12



13



14



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A close-up photograph of a person's hands typing on a laptop keyboard in a modern office setting.

Quiz Instructions

- There are 13 quiz questions
- You have 30 seconds to answer each question
- Write down your answer on a piece of paper
- We will provide the correct answers at the end

A smaller version of the presentation slide from slide 15, showing the scatter plot of child mortality vs. babies per woman with Ethiopia and Addis Abeba highlighted.

The logo for the Institute for Real Growth, featuring a stylized 'f' and the text 'Institute for Real Growth'.

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Question 1

In the last 20 years the proportion of people living in extreme poverty worldwide, has...?

- A. Almost doubled
- B. Remained more or less the same
- C. Almost halved



GAPMINDER
fighting devastating ignorance
with a fact-based worldview
that everyone can understand

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Question 2

How many of the world's 1-year-old children today have been vaccinated against some disease?

- A. 80%
- B. 50%
- C. 20%



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Question 3

How did the number of deaths per year from natural disasters change over the last hundred years?

- A. More than doubled
- B. Remained more or less the same
- C. Decreased to less than half



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Question 4

Where does the majority of the world population live?

- A. Low income countries
- B. Middle income countries
- C. High income countries



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Question 5

Worldwide, 30-year-old men have spent 10 years in school, on average. How many years have women of the same age spent in school?

- A. 9 years
- B. 6 years
- C. 3 years

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Question 6

There are roughly seven billion people in the world today. Which map shows where people live? (Each figure represents 1 billion people.)

- A
- B
- C

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Question 7

The United Nations predicts that by 2100 the world population will have increased by another 4 billion people. What is the main reason?

- A. There will be more children (under age 15).
- B. There will be more adults (15-75).
- C. There will be more very old people (above age 75).



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Question 8

In low income countries across the world, how many girls complete fifth grade?

- A. 20%
- B. 40%
- C. 60%



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Question 9

There are two billion children in the world today, aged 0 to 15 years old. How many children will there be in the year 2100 according to the United Nations?

- A. 4 billion
- B. 3 billion
- C. 2 billion



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Question 10

How many people in the world have some access to electricity?

- A. 20%
- B. 50%
- C. 80%



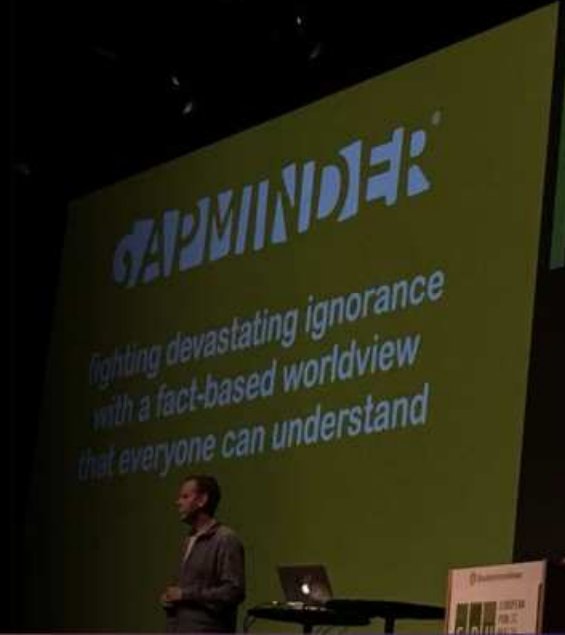
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Question 11

What is the life expectancy of the world population?

- A. 50 years
- B. 60 years
- C. 70 years



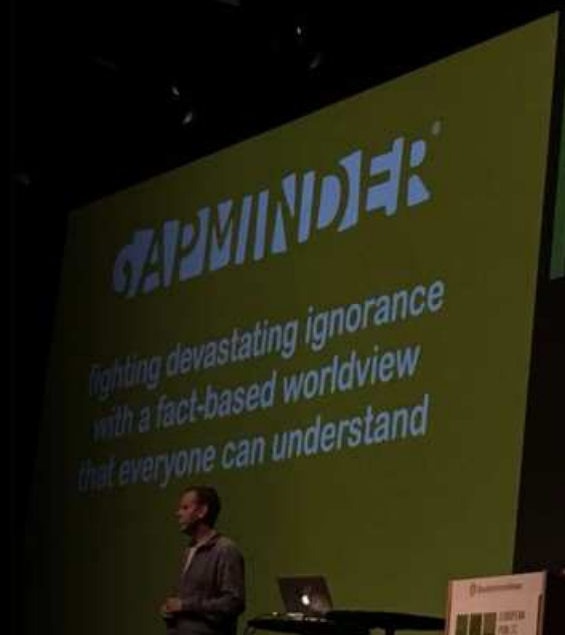
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Question 12

Tigers, Giant Pandas and Black Rhinos were listed as threatened species in 1996. Since then, have any of these species become more critically endangered?

- A. None of them
- B. One of them
- C. Two of them



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Question 13

The global climate experts believe that, over the next 100 years, the average temperature will:

- A. Get warmer
- B. Remain stable
- C. Get colder

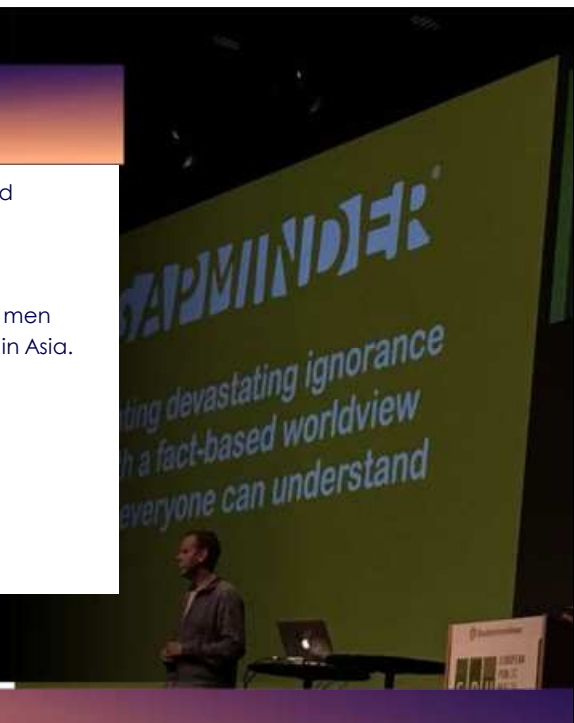



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Answers

- 01. **C** – people living in extreme poverty has more than halved
- 02. **A** – 88% of children are vaccinated
- 03. **C** – deaths from natural disasters decreased by 75%
- 04. **B** – middle Income Countries
- 05. **A** – on average women have 9 years education vs. 10 for men
- 06. **A** – 1B in the Americas, 1 B in Europe, 1 B in Africa and 4 B in Asia.
- 07. **B** – there will be more adults
- 08. **C** – 60% of girls finish primary education
- 09. **C** – 2B children in 2100
- 10. **C** – 85.3% have access to electricity
- 11. **C** – 72.5 years life expectancy
- 12. **A** – none have become more critically endangered
- 13. **A** – the world is getting warmer

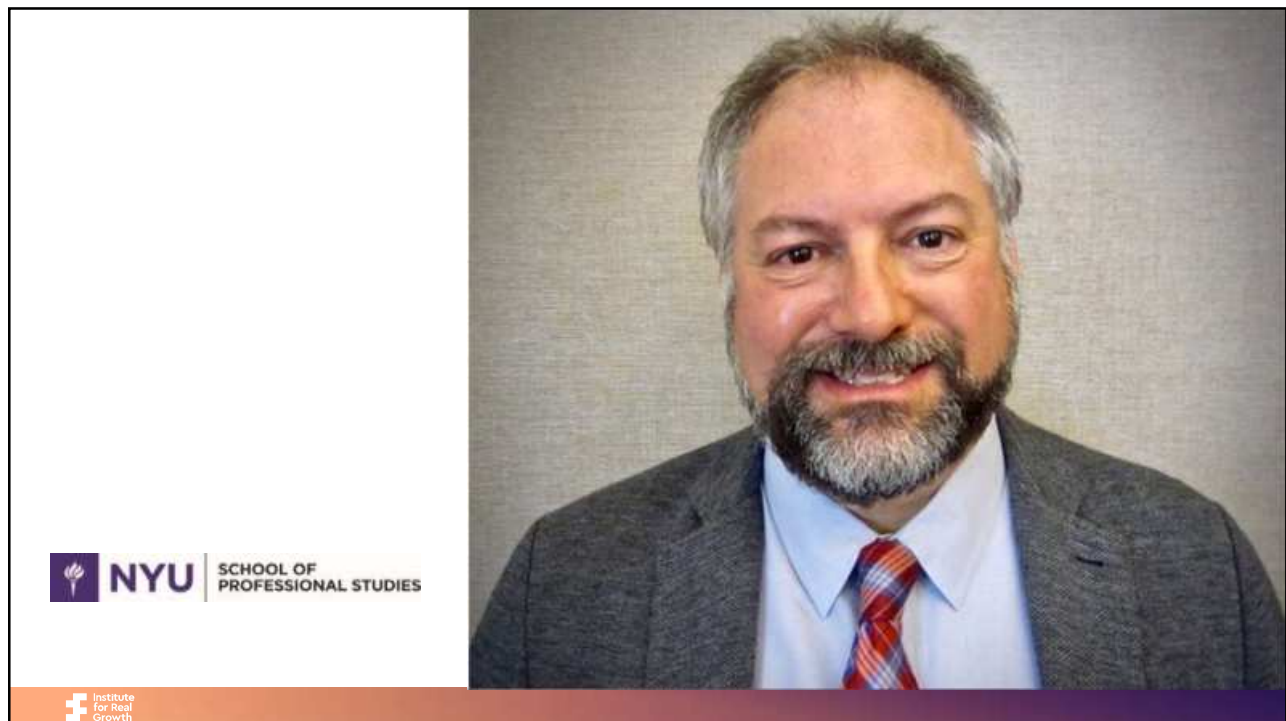



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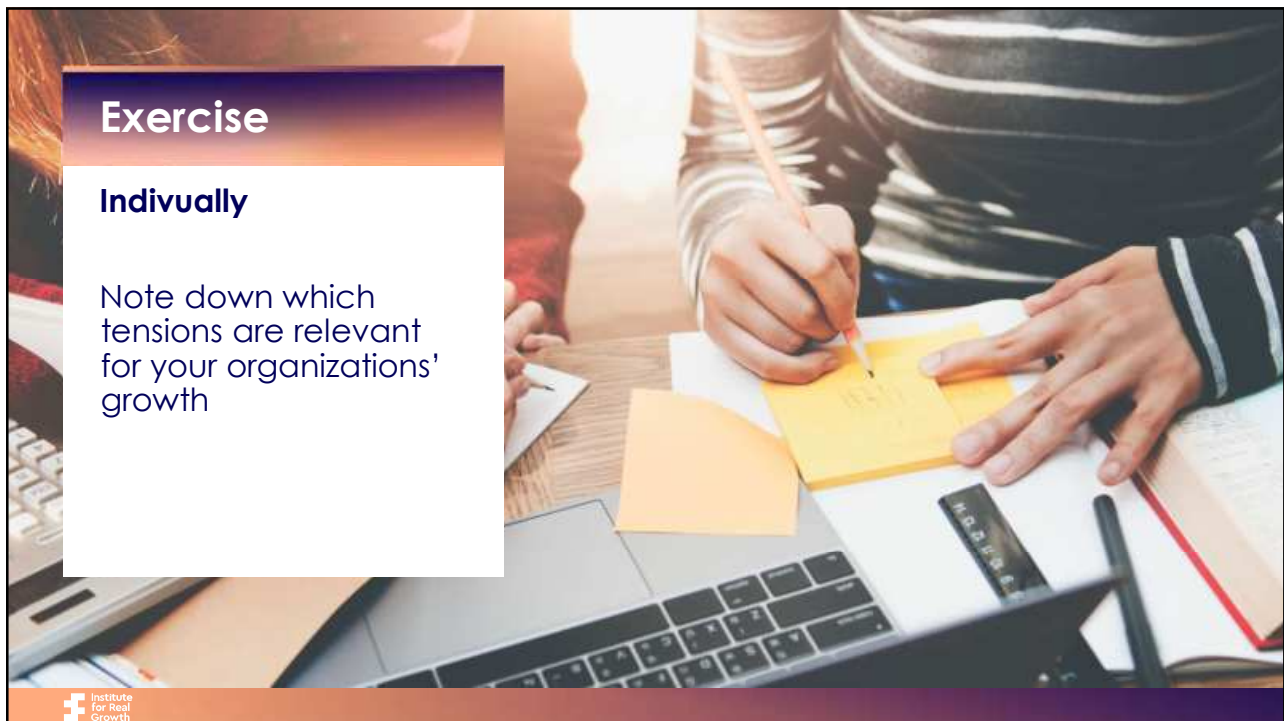
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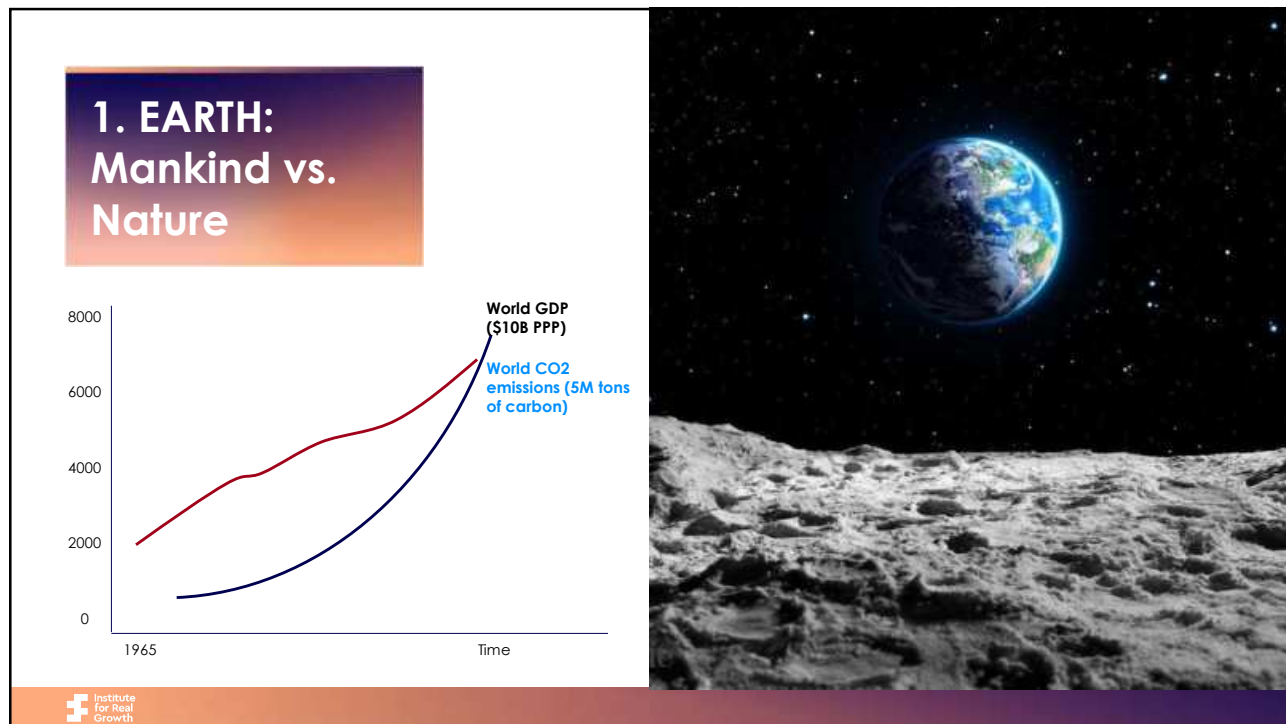
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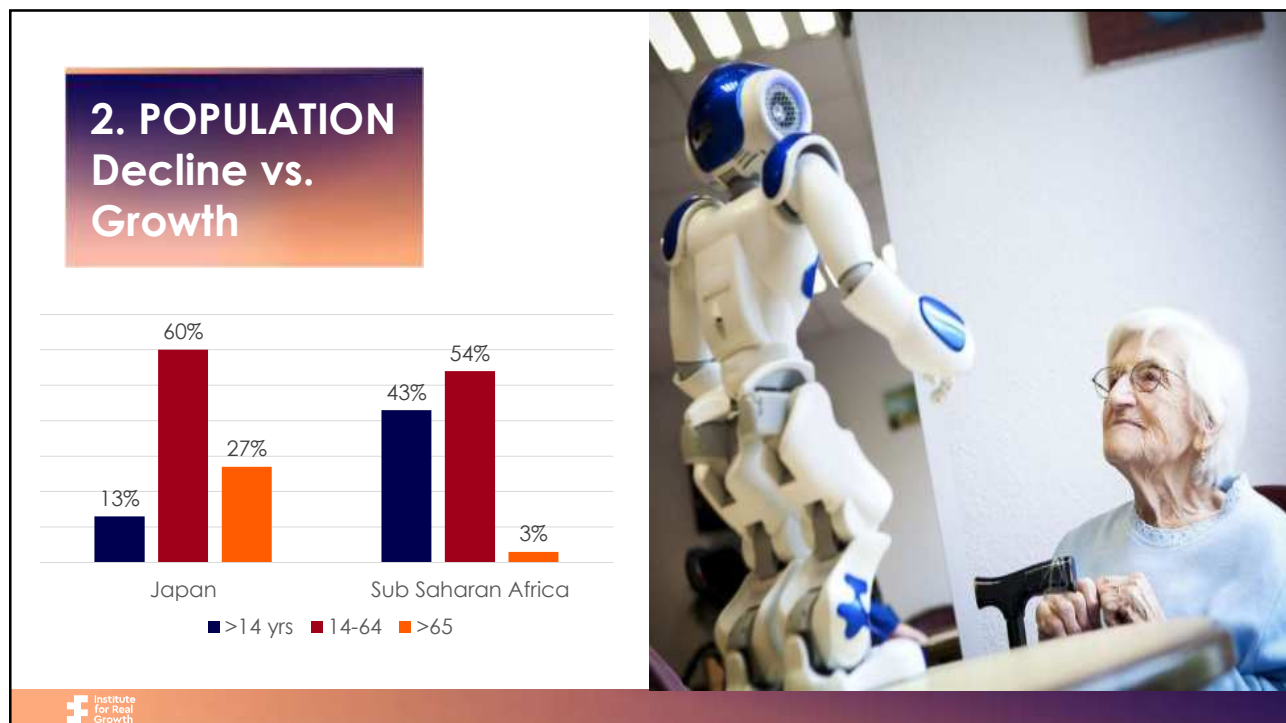
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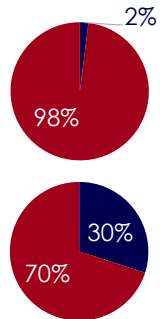


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3. WORLD Local vs. Global



Global
BrandZ top
100 brands



37

4. LOCATION Urban vs. Rural



X 2



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5. IDENTITY Culture vs. Connections

93 MM
selfies

58%



39

6. TECHNOLOGY Friend vs. Foe

5 X

1.1 B
jobs



40

7. DATA Personalization vs. Privacy



63%



US\$ 7.8 B



41

8. WORK Specialists vs. Generalists



10,000 hrs



22 x



42

9. GROWTH

More vs. Less



40" → 50"



↑ 200%





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Exercise

Individually

Select the tensions that are most relevant for your organizations' growth and state why

 05 min





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Exercise

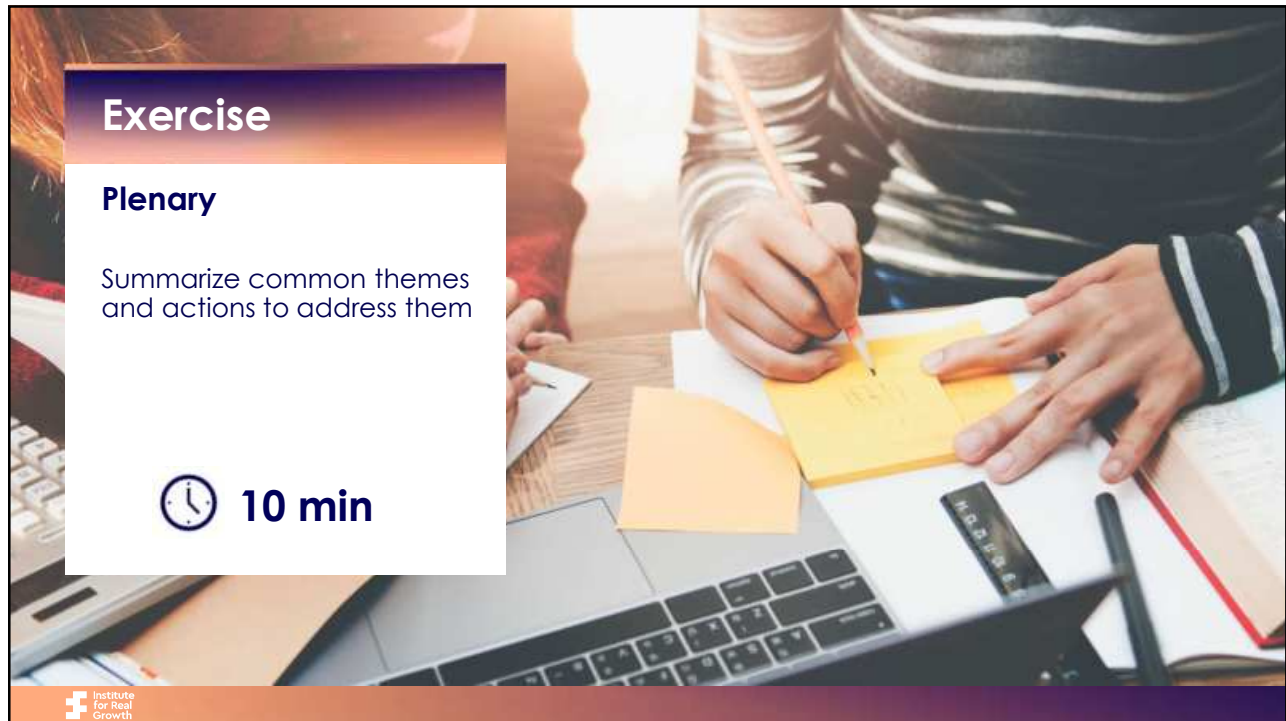
In your breakout:

- Take 7 minutes each to introduce yourself, your business, and your most important growth tensions
- Discuss common themes and what actions will help address them

 **25 Min**

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Exercise

Plenary

Summarize common themes and actions to address them

 **10 min**

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Deep dive 1



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Deep dive 2



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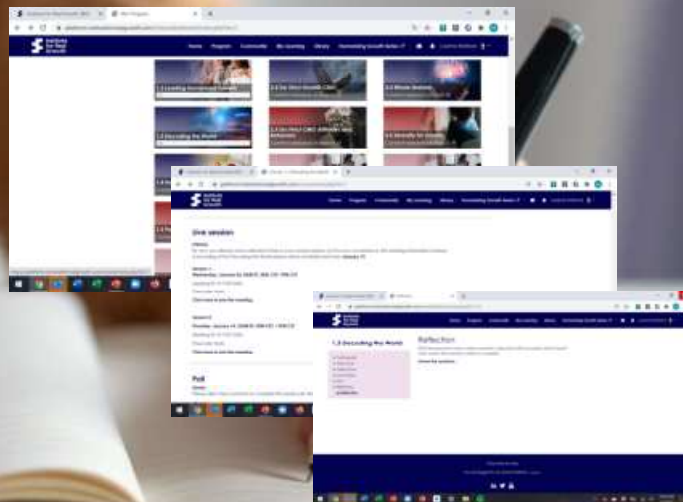
Deep dive 3

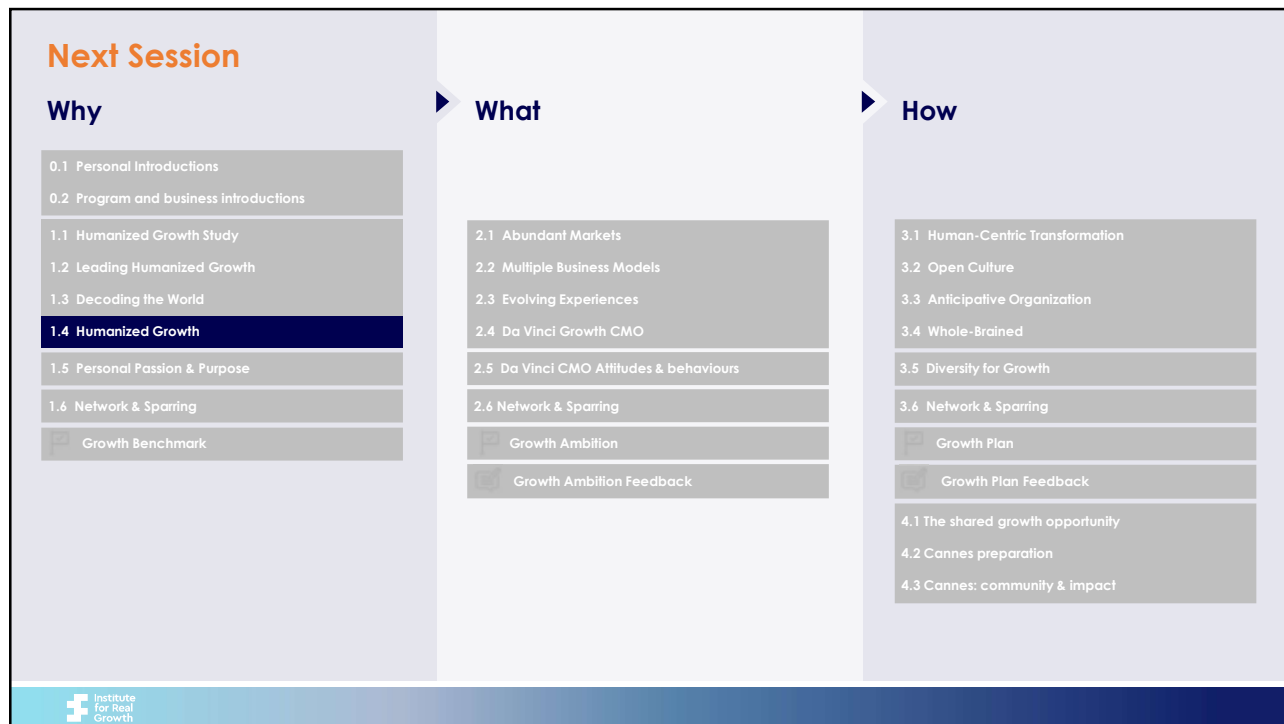


Reflection

Reflect on the Growth Tensions:

- What are key take-outs?
- What do you need to action?





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Business plan for the planet

SUSTAINABLE DEVELOPMENT GOALS



This belief fuels their brand purpose



ADDING COLOUR
TO PEOPLE'S LIVES



Alan Jope
Chief Executive Officer

Friday January 15
9 AM EDT | 2 PM BST | 10 PM CST



Hosted by IRG Founder **Marc de Swaan Arons**

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Lucas Perraudin
Head of AR / VR Sales

Friday January 29
9 AM EDT | 2 PM BST | 10 PM CST

FACEBOOK

Hosted by IRG Founder **Frank van den Driest**

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Alex Weller & Evelyn Doyle

Friday February 12
9 AM EDT | 2 PM BST | 10 PM CST

patagonia®

Hosted by IRG Founder **Frank van den Driest**

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Charlotte Petri Gornitzka
Assistant Secretary General

Friday February 26
9 AM EDT | 2 PM BST | 10 PM CST

unicef 

Hosted by IRG Founder **Marc de Swaan Arons**

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