

Logeion's Communication Trends 2020-2021

Trend 1: Divided society, shared future



The pace at which new challenges are emerging and society is changing makes it increasingly difficult to successfully build shared values. What may be an opportunity for one person could be a threat for another. Contradictions between groups are becoming stronger and as a result, alienation and crises of confidence lurk around the corner. And yet: the future belongs to all of us. Communication fulfills its strategic role from the Latin word *communicare*: "to make common". By making undercurrents, aspirations and dilemmas visible. Like-minded views are increasingly isolated in *filter bubbles*. Communication breaks down the boundaries of these bubbles. If organisations want to commit to a shared future and build shared values, it is essential they make visible, and loosen, the force field.

What this means for the communication professional:

- Making visible and analysing the internal and external force field: views, issues, values and behaviours of stakeholders and public opinion through monitoring and environmental analysis;
- Bringing attention to topics through stakeholder management, issues management and reputation management, looking for *alignment* and harmony with the environment;
- Bringing the value-driven story of the organisation to life, and helping others to do this consciously, through professional use and development of media such as storytelling, visual interaction and events;
- Willingness to continuously develop new skills (including *soft skills*).

Trend 2: Technology as an ally



Technology is quickly developing and is becoming smarter and more intuitive, but less visible. Technology is now far more intuitive in addressing people's individual needs. There is an increase in real-time contact and communication. From social media, Whatsapp and live chat to support by (ro)bots where possible. Organisations are increasingly able to provide tailor-made services to their internal and external customers: faster, more targeted and more effective. People's need for genuine personal contact in this digital world remains essential. That said, the application of technology also has drawbacks. Think of abuse of personal data, privacy, dependence on dominant parties, fake news and, with that, the uncertainty about the reliability of the news provided. The role of communication is to identify, prevent and manage these issues. Society corrects through regulations and the avoidance of certain products and services. The trick is to transcend beyond technology as overwhelming and to instead see technology as an ally.

What this means for the communication professional:

- Gain up-to-date knowledge of technology and social dilemmas to develop competencies;
- Use new technologies where possible and necessary. Increasingly this is one-to-one, sometimes one-to-many and through an increasingly wider array of channels;
- Make optimal use of available data, information and analysis thanks to technology (*artificial intelligence* and algorithms) and collaborate with specialists and other disciplines in the organisation.

Trend 3: Welcome to the world of experience



The possibilities to explore and connect with the world of target groups are increasing. In a time when new players are constantly joining and unconventional business models are emerging, focusing on the ultimate customer experience and experience in general is essential. No matter the type of organisation, the customer expects the ultimate customer experience. The communication discipline becomes *all-round*: all channels are open and all disciplines are on board. From text and image, to experience and virtual reality. One-to-one remains an indispensable component in the media mix. After all, the impact of communication is greater if it is personal and authentic. To have more impact on behaviour, you must have more insight into behaviour. It becomes increasingly self-evident to use the technical possibilities to adapt the message to the needs of each specific target group. Communication does not convey the message, it is the message.

What this means for the communication professional:

- Understanding drivers and (un)conscious behaviour of people;
- Knowledge of a wide range of communication tools and channels in order to match the experience of the target group. This also applies to the content of the message;
- Be the connector between different disciplines: marketing, behavioural sciences, design thinking, gaming, nudging and framing;
- Recognizing the importance of communities and helping to join, build and support communities;
- Recognizing the importance and significance of networks for an organisation and adequately and effectively supporting relevant networks from within the organisation.

01 Divided society, shared future -> discuss dilemmas and build shared values -> -analyse internal and external playing field -align with the environment -bring value-driven story to life -develop soft skills

02 Technology as an ally -> quicker, more focused, effective communication -> -gain up-to-date knowledge -use new technologies -optimally use data and analysis -work together with specialists

03 Welcome to the world of experience -> Focus on the ultimate customer experience ->understand drivers and (un)conscious behaviour -apply broad knowledge of communication tools -be the connector between different disciplines -support relevant networks