

THE BIG TAKE BACK



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**KEN
HUGHES**

Leading Consumer &
Shopper Behaviouralist,
CX Strategist and Keynote
Speaker



Speech abstract

A fundamental reshaping of core consumer values has taken place over the past 12 months. A once-in-a-lifetime event has challenged societal norms. How we work, how we educate, how we run our healthcare services, how we live, how we buy, how we eat, how we socialise, how we take vacations. Every aspect of our consumers lives has been altered, their hopes and dreams recalibrated. It is a foolish business that continues to work in the same way as before when consumer values change.

Few businesses will ever operate the same business models again. Digital transformation was already challenging every industry, but the pandemic and shift in consumer expectations has accelerated the need for a truly PHYGITAL reality – physical assets being complimented strongly with digital synergy. Those working in the Healthcare, Education or indeed Private Enterprise had 2020 to cope, to pivot, to survive, but 2021 is the year when those coping behaviours need to become survival strategies.

For the end consumer, who we all serve, their values continue to shift. The emergent values of the new Captive Economy continue to influence behaviours. The need for Autonomy & Control, the desire for Freedom, the opportunity for strong emotive Brand Attachments, the role Community and Compassionate Commerce have and their new Phygital expectation all play heavily in how they now want to interact with brands and services. But that was 2020. We are more interested in 2021 and how these emergent values will change the nature of competition and how we should do business. We need to spend some time understanding the Captive Economy values and how we have got to be where we are, but

the focus now needs to shift to where consumers are likely to go, their Recovery.

The psychology of recovery outlines the stages and values that society will pass through over the next 12 to 24-months. The desire for Connection, the power of Hope, the crisis of Identity, the challenge of Meaning & Purpose, and the impact of Empowerment will change customer expectations. Understanding these emergent values and how they impact your customer journey is critical.

The overall driving force, as the vaccines are rolled out and the finish line comes into sight, is a personal desire to take back their lives. This will involve a short-term 'do all the things I missed out on' followed by a medium-term recalibration of how they want to live their lives.

Already the property market is heating up with consumers deciding to alter where and how they live and commute. Large companies are preparing to scale-down office space permanently, preparing for a change in work habits as the work-from-home economy is formed as a sustainable entity. The travel and hospitality industries are preparing for a resurgent year in 2022, a partial recovery during 2021 and a truly Global Vacation in 2022.

The Big Take Back will be driven by the instinctive desire for humans to connect with one another. There is a yearning for physical connection, intimacy, emotional connection, social connection, the need for shared experiences, to live, to create new memories. Without new experiences, consumers have not had an opportunity to bank new positive memories. Escaping the Box of home will also become key for consumers – their life 'out there' will be prioritised over a life indoors. They want to connect with





others, they yearn to experience crowded bars and sweaty nightclubs, music festivals and the opera, thronged beaches and queues to get into a music festival or sportsground as opposed to a supermarket. But overall, they yearn to connect. To connect experientially, physically, intimately, with purpose.

There is also likely be a short-term reversal of the Community value, back to Individualism. This will be about MY take back, what I want from life, what I feel I DESERVE after 2020. Society is likely to see self-centred behaviours around how consumers want to live and work. This will be less about 'We are all in this together' and swing more to 'I'll do what I feel I deserve'. Brands that can tap into and support this desire will become catalyst partners, a conduit through which I can fulfil my hopes and dreams. We must be the brand that 'Activates their desires'.

2021 & 2022 are likely to be years of personal change for many. Where I live, who I live with, where I work, how I work, who do I want to be, what do I really want from life? The assembly line that is life has shuddered to a halt and many will look at where they are and ask some hard questions.

Ultimately this is about understanding the social, anthropological and psychological shifts in consumer expectations and values, and how these influence our customers in terms of product requirement. It is about being a brand partner on this Take Back journey with our customers, a catalyst and co-conspirator on their change journey rather than a casual observer.

This is The Big Take Back. Be part of it.

“Some quotes from this speech



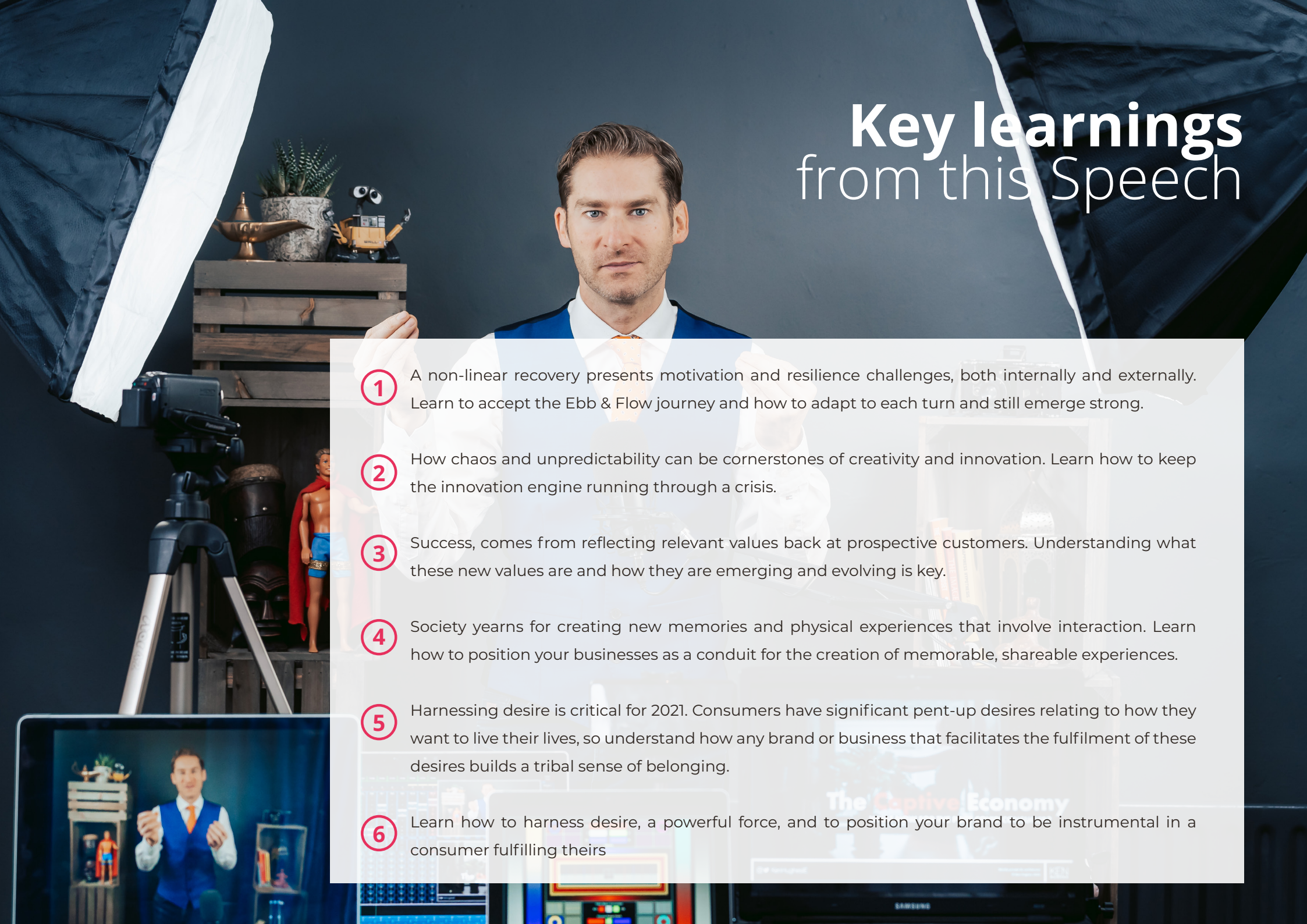
“Your strength and your success come from your ability to be shaped by the external forces that challenge you. Every established business model and norm is up for debate. If new opportunities and new ways of working are not emerging within your organisation, then you have chosen to stand still in a rapidly changing world”

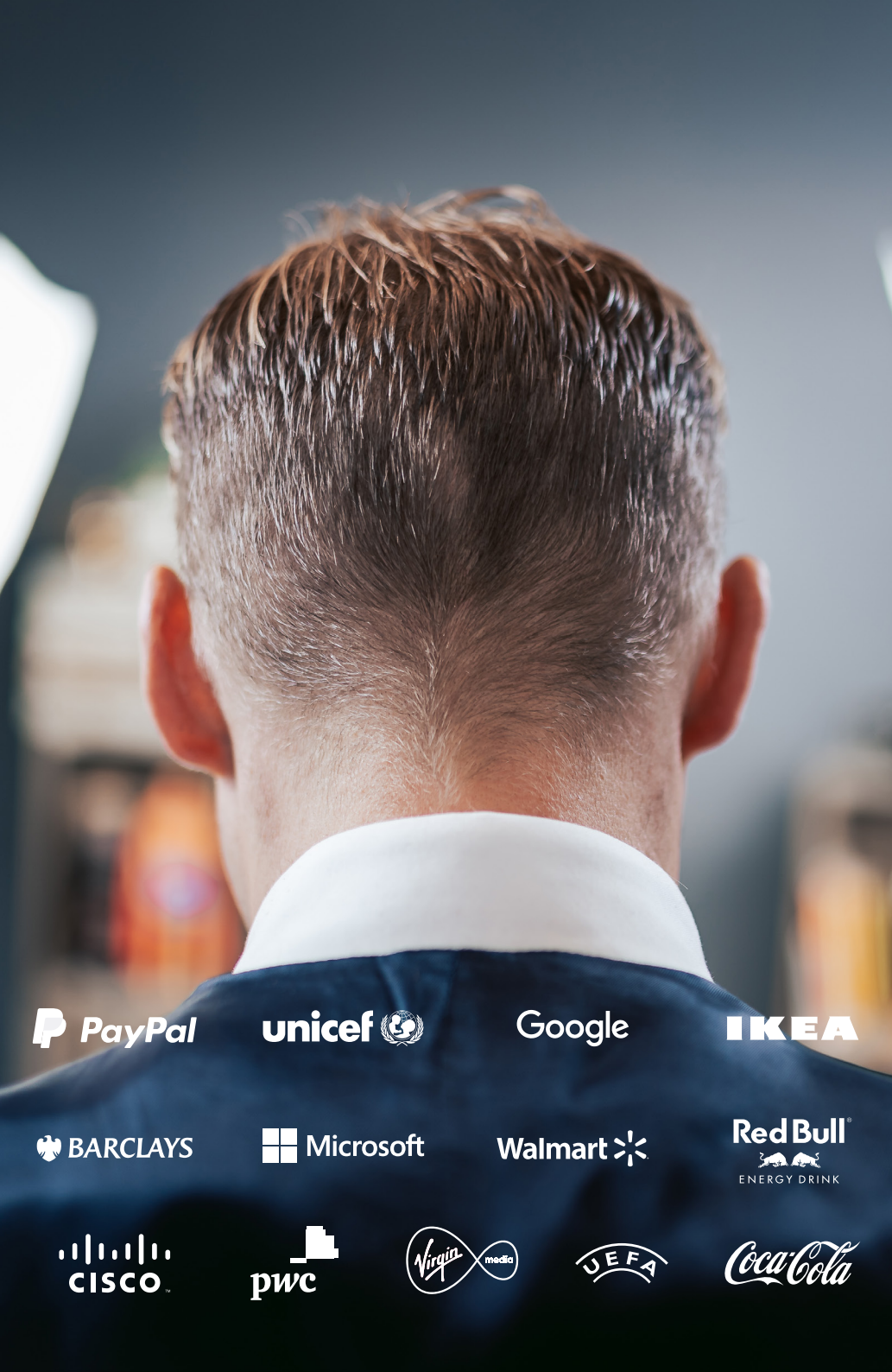
“Fear is one of humanity's strongest driving forces. Many consumers are scared, uncertain, lost. This translates into a need for control, a need to reclaim their lives. Any brand or business that can fuel this Big Take Back for them wins the brand advocacy race for relevance”

“Hope is central to the psychology of recovery. It is a core value that resonates strongly with society at large today. Reflecting this back at consumers and positioning your brand and business as part of the solution is key”

“Recovery is a journey, not an outcome. While it is a deeply personal and individual experience, those who walk this journey with us will be in our hearts forever. Brands need to realise that”

Key learnings from this Speech

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- 1 A non-linear recovery presents motivation and resilience challenges, both internally and externally. Learn to accept the Ebb & Flow journey and how to adapt to each turn and still emerge strong.
 - 2 How chaos and unpredictability can be cornerstones of creativity and innovation. Learn how to keep the innovation engine running through a crisis.
 - 3 Success, comes from reflecting relevant values back at prospective customers. Understanding what these new values are and how they are emerging and evolving is key.
 - 4 Society yearns for creating new memories and physical experiences that involve interaction. Learn how to position your businesses as a conduit for the creation of memorable, shareable experiences.
 - 5 Harnessing desire is critical for 2021. Consumers have significant pent-up desires relating to how they want to live their lives, so understand how any brand or business that facilitates the fulfilment of these desires builds a tribal sense of belonging.
 - 6 Learn how to harness desire, a powerful force, and to position your brand to be instrumental in a consumer fulfilling theirs



Testimonials

"There are few speakers who can translate their energy, stage presence and inspiration that they have on live stage into a digital platform. Ken is one of them. His humour, visuals and engagement are as strong on webinar as they are live. There was no question about his invite to keynote the EXMA Be On event broadcast to over 100,000 attendees. He was amazing"

Fernando Anzures
EXMA MIAMI

"Ken's presentation created a lot of positive buzz with the leadership team really responding to his energy, passion and perspectives around the changing nature of consumers. We couldn't have done it without him"

Rodrigo Lance
KELLOGG'S

As a B2B brand we needed to stay relevant and connected with our customers during this time. Ken was the first person we thought about approaching and the webinar series he delivered has had such strong feedback. Sessions sold out way beyond our expectations and delegates stayed engaged far longer than we had ever hoped. It was entertaining, informative, and had all the usual magic and sparkle that Ken delivers onstage

Anna Roberts
ALIGN TECHNOLOGIES

"We hired Ken to come talk to us about Consumer Behaviour during Covid and he was a brilliant speaker. He clearly has an awful lot of knowledge about his subject matter, but he also has a brilliant way of conveying that knowledge and explaining those principles to people. He has a lovely manner and great story-telling abilities. I think anyone who listens to him will come away wiser. I really couldn't recommend him highly enough"

James Murray, Marketing Manager,
MICROSOFT

"Ken is an energetic, thought-provoking speaker. I've had Ken speak at two Google events now and Ken has scored higher than any other speaker I've ever had before, lasting a long time in the memories of the delegates"

Fiona Jones
GOOGLE

"Kens virtual session on Customer Experience during Covid was received so well by our Global Leadership team and really resonated. We were all so excited by the session and I know there are now immediate plans to cascade the content throughout the CX teams globally"

Cara Greene, Snr Director,
PAYPAL

Delegate Testimonials

“Just saw your speech at the Google Retail Virtual Event. Very inspiring”

“Thank you Ken Hughes for this impactful presentation! Lots of pointers that I want to bring back to my team, especially that ‘Deliver customer service with a flavour of creativity and emotion’”

“nobody knows the audience better than Ken Hughes”

“I’ve made more notes from that speech about what we should be doing than anything else I’ve watched all year”

“Such a touching presentation by @KenHughesIE. Thank God I’m working from home and no one can see my tears!”

“Just watched such an insightful talk from @KenHughesIE on the Big Take Back. Wow”

“That guy made me feel I was there in a conference hall, but I’m safe at home enjoying my coffee. What a performance”

“Incredibly engaging and energizing”

“Just blown away having listened to @KenHughesIE for the last hour. This guy is so inspirational and just ‘gets’ people”

“Inspirational, moving and insightful. Loved it. Thank You”



About Ken Hughes

Ken Hughes is now acknowledged as being one of the world's leading authorities on modern consumer and B2B culture. He is internationally renowned for helping his largely blue-chip client base to understand the future of consumerism and the challenges and opportunities that lie ahead.

With 20 years' experience as CEO of a consumer insight agency, he blends his understanding of consumer & cyber psychology, digital anthropology, behavioural economics and digital transformation to explore the needs of the new consumer and predict the changes to come.

Ken advises some of the biggest brands in the world on customer experience, omnichannel strategy, artificial intelligence, retail trends, digital transformation, the millennial and Gen Z consumer and the peer-to-peer economy.

As an accomplished author, TED speaker, part-time university lecturer and actor, his performances are not only insightful and thought-provoking but are infamous for their sheer energy, entertainment and passion, not to mention his generous Irish wit.

As a motivational speaker, Ken also brings attendees on an amazing journey of personal development, challenging them to do more with their lives, both professionally and personally. He is known as one of the most powerful motivational speakers on the circuit relating to employee motivation, delivering a perfect blend of inspiration and energy to any audience.

In 2021, from his purpose-built home studio, Ken performs and beams into homes and offices across every continent. Now considered one of the world's top virtual speakers, he continues to engage and inspire audiences as he did on a live stage.





Book this **virtual/
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