

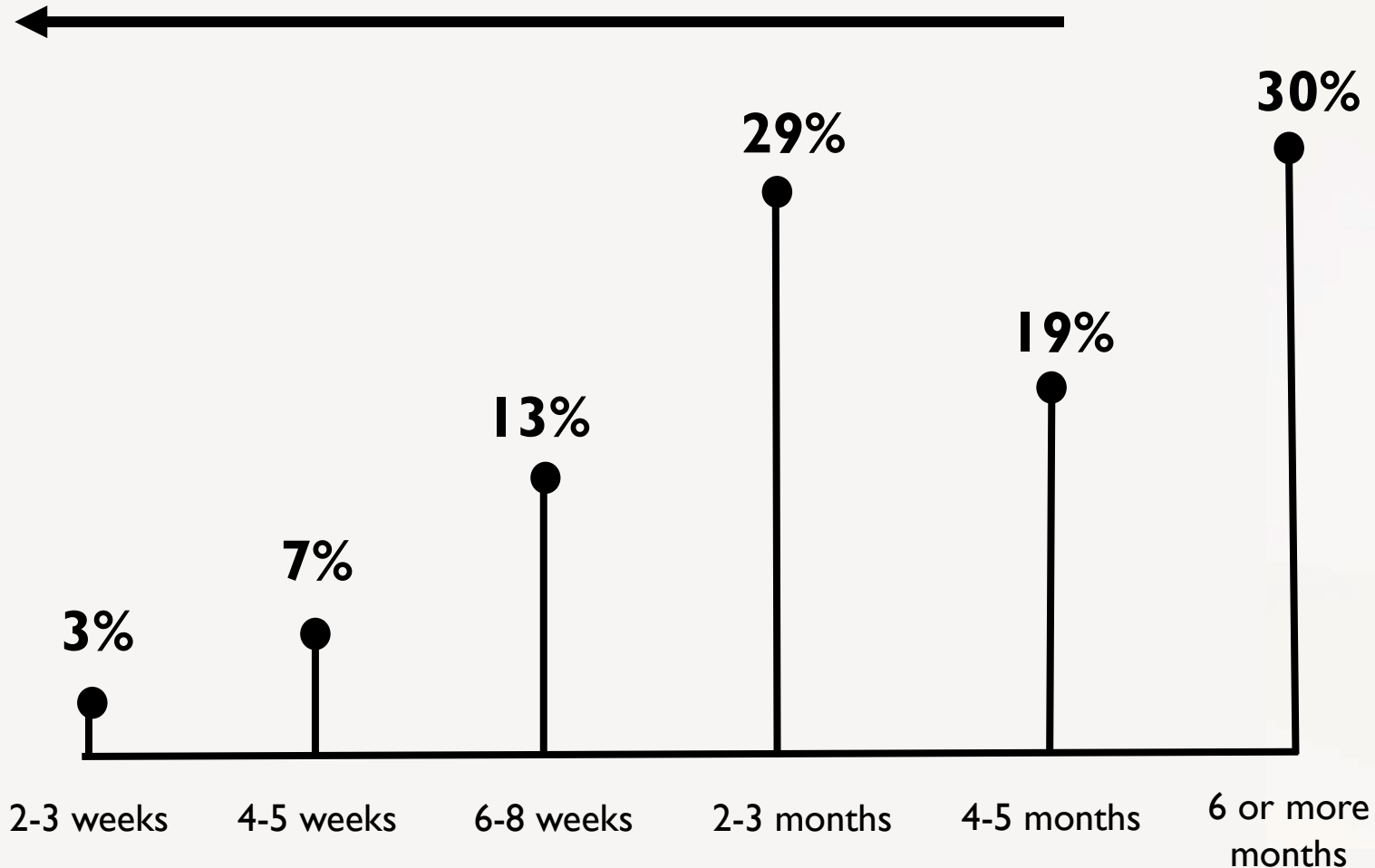
WORLD

THE WORLD IS  
TEMPORARILY CLOSED



# How long will this last?

70% thought it would take 5 months or less for COVID to pass....back in April



**WHAT, IF ANYTHING, WILL THE  
PANDEMIC CHANGE?**

**WHAT DOES IT MEAN FOR  
ASSOCIATIONS?**

**WHEN YOU ASK FOLKS...**

**83%**

**BELIEVE THE PANDEMIC REQUIRES US  
TO RETHINK HOW WE WORK AND RUN  
THE ECONOMY.**

**ABACUS DATA**

# 2006

ExxonMobil



 Microsoft

citigroup 

bp



2006

ExxonMobil



Microsoft

citigroup

bp



2022



Microsoft

Google

amazon



TESLA

# RESET MINDSET







DOING MORE WITH LESS

SHIFTING TO DIGITAL EVERYTHING

MAKING SENSE OF GENERATIONAL  
CHANGE

ABACUS DATA

# PREPARING FOR WHAT'S NEXT

## ASSOCIATION MANAGEMENT IN A SHORTAGE ECONOMY

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND  
MARKET RESEARCH EXPERTS

## KEY TAKEAWAYS

- 1. THE SHORTAGE ECONOMY IS REAL AND CHANGING THE CONSUMER & EMPLOYEE MINDSET, PUTTING NEW CHALLENGES ON EMPLOYERS, ORGANIZATIONS, AND GOVERNMENTS.**
- 2. THE PANDEMIC ACCELERATED MANY SHIFTS HAPPENING BEFORE IT BEGAN – ESPECIALLY THE SHIFT TO E-COMMERCE.**
- 3. BEING MINDFUL OF GENERATIONAL DIFFERENCES HAS NEVER BEEN MORE IMPORTANT.**

HALF  
FULL



HALF  
EMPTY

# WHAT IS **THE SHORTAGE ECONOMY?**

**SUPPLY CHAIN DISRUPTIONS**

**RISING PRICES**

**BURNOUT**

**LABOUR SHORTAGES**

# WHAT ARE THE **IMPLICATIONS?**

**DOING MORE WITH LESS**  
**EMPOWERED EMPLOYEES**  
**RETHINKING MEMBER SERVICE**  
**INFLATIONARY POLITICS**

# The Economist

Facebook's problem starts at the top

Ethiopia starves its citizens

Shein: China's fastest fashion

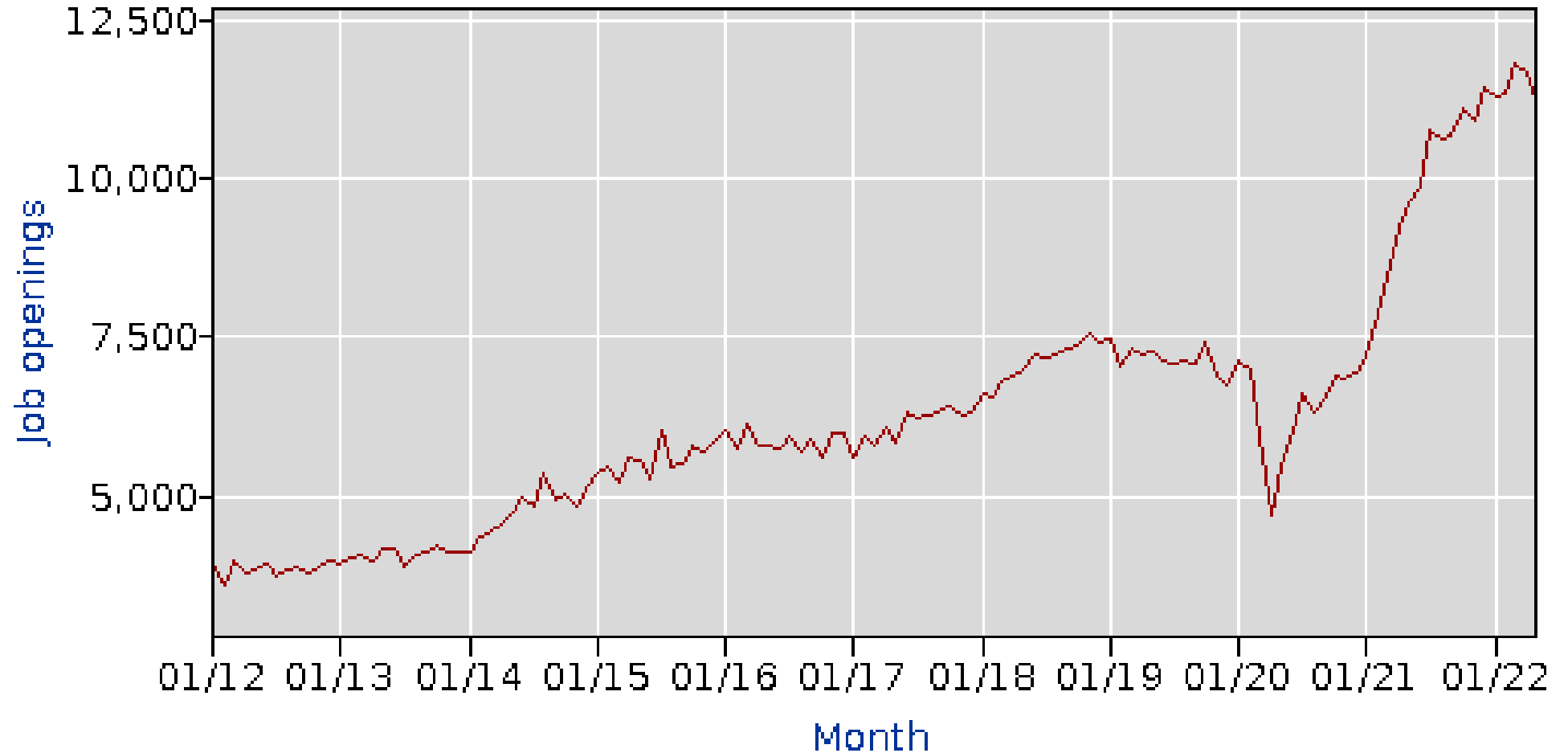
A special report on trade

OCTOBER 9TH-15TH 2021



**The shortage  
economy**

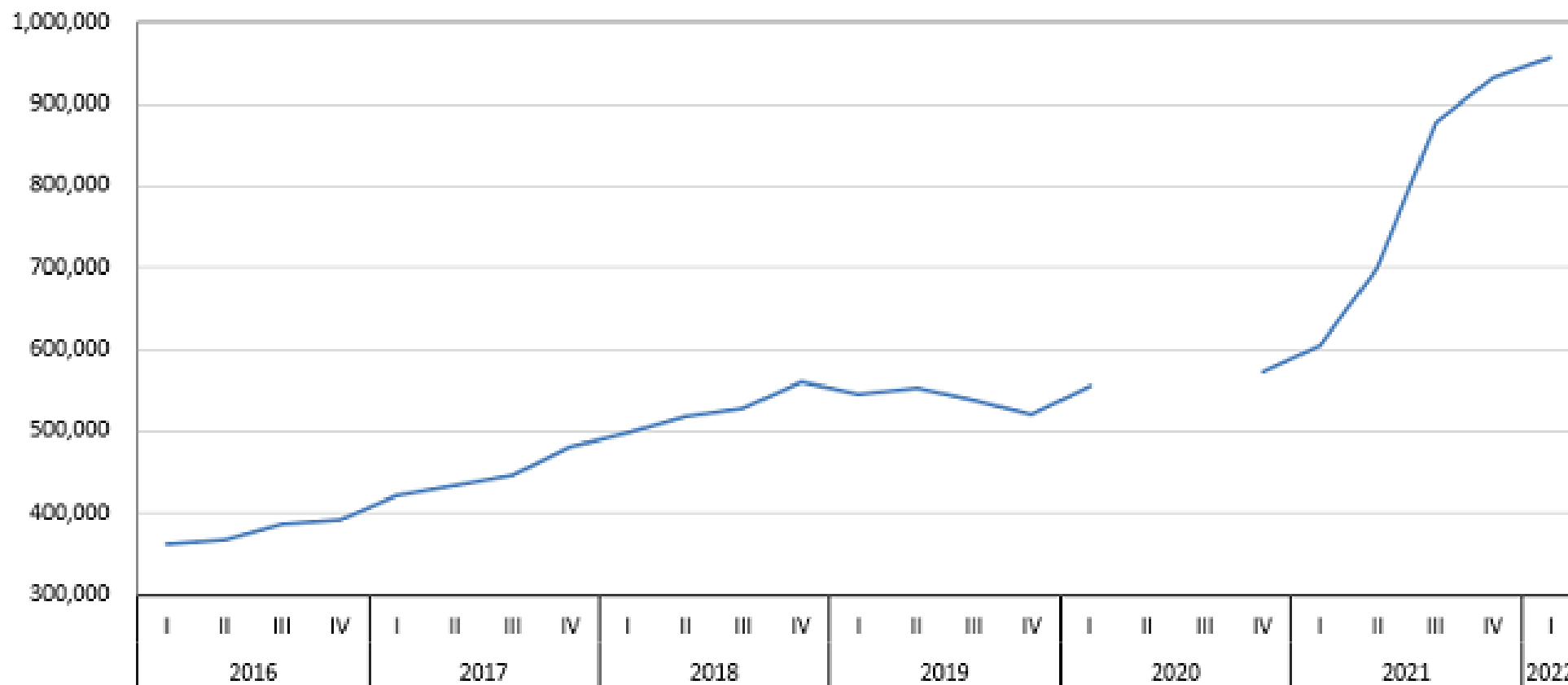
# ALMOST 12 MILLION JOB VACANCIES IN THE US





# ALMOST 1 MILLION JOB VACANCIES IN CANADA

number of job vacancies



**Note(s):** Job Vacancy and Wage Survey data collection was suspended for the second and third quarters of 2020; therefore, data for these reference periods are not available. Data are seasonally adjusted.

**Source(s):** Job Vacancy and Wage Survey (5217), table 14-10-0400-01.

**9%**

**QUIT A JOB EVEN  
WHEN THEY DIDN'T  
HAVE ANOTHER ONE  
LINED UP**

**16%**  
UNDER 30

**10%**  
30 TO 44

**4%**  
45+

A man in a dark sweater is looking down at his phone in a dimly lit bar. The background is blurred, showing other patrons and bar lights.

**67%**

**OF ALL WORKERS BELIEVE  
BURNOUT HAS WORSENERD  
DURING THE PANDEMIC.**



**ARE YOU CURRENTLY  
FEELING BURNED OUT?**

**44%**

**UNDER 45**

**26%**

**45 AND OVER**



**THERE ARE DAYS WHEN I FEEL TIRED  
BEFORE I ARRIVE AT WORK**

**77%**

**UNDER 45**

**61%**

**45 AND OVER**



## Markets

### Economics

# US Inflation Quickens to 9.1%, Amping Up Fed Pressure to Go Big

- Consumer price index climbed 1.3% from May, most since 2005
- Increase reflected higher gasoline, shelter and food costs



## BUSINESS

# Bank of Canada chief sees inflation 'a little over' 8 per cent as soon as next week

OTTAWA - The Bank of Canada expects inflation to go "a little over" eight per cent for the month of June and stay in that range for a few more months, Governor Tiff Macklem told a business group in a webcast transcript released late Friday.

# DOING MORE WITH LESS LEADS TO INNOVATION





**THE DIGITAL ACCELERATION,  
NOT TRANSFORMATION.**



**IN THE US, CONSUMERS SPENT  
\$871 BILLION  
IN 2021 **ONLINE.****

**14% INCREASE FROM 2020**

**64% INCREASE FROM 2019**

**IN THE CANADA, CONSUMERS WILL SPEND  
\$80 BILLION ONLINE**

**26% INCREASE FROM 2021**

**100% INCREASE FROM 2019**

# Line 2

**EMPLOYED AMERICANS WORKED  
REMOTELY DURING THE PANDEMIC**



# 20%

**OF WORKERS WILL WORK REMOTELY  
GOING FORWARD.**

**3X THE PRE-PANDEMIC RATE**



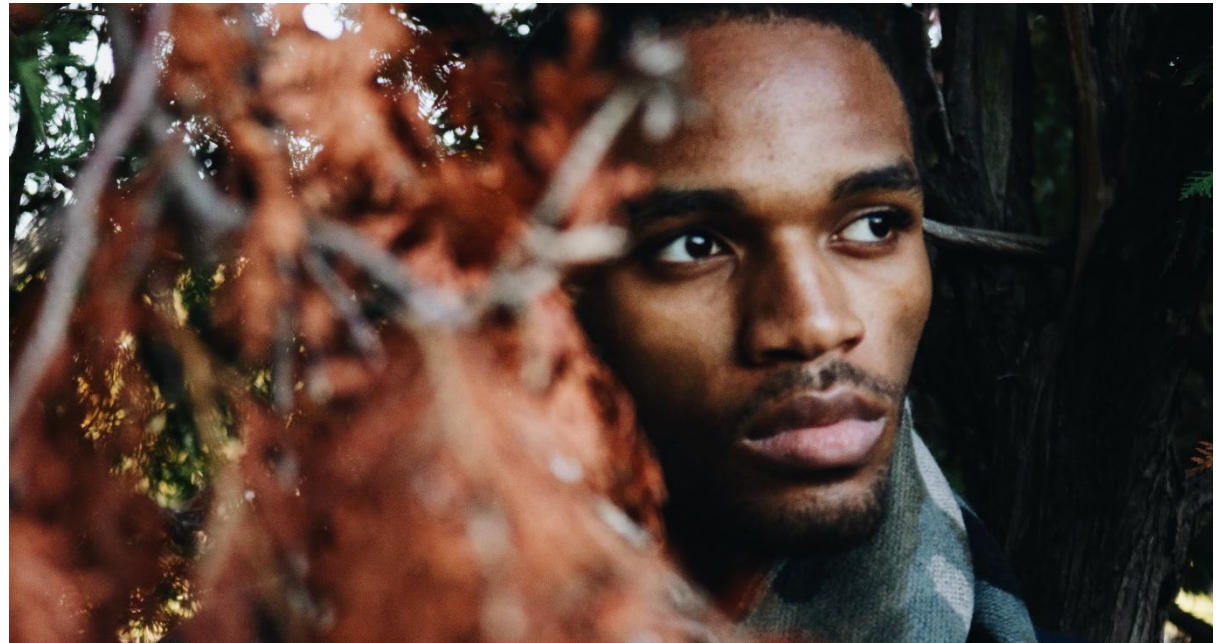




**WELCOME  
TO  
THE FLEXIBILITY ERA**

**THE ABILITY TO LIVE YOUR LIFE THE WAY YOU  
WANT HAS NEVER BEEN MORE POSSIBLE**





# THE GENERATIONS

GENERATION	USA	CANADA
<b>SILENT</b> (Before 1946)	7%	7%
<b>BABY BOOMERS</b> (1946-1964)	22%	23%
<b>GENERATION X</b> (1965-1980)	20%	22%
<b>MILLENNIALS</b> (1980-1996)	22%	23%
<b>GENERATION Z</b> (After 1996)	20%	25%

Obama's New Boss / *2012* McCain vs. Brzezinski / **PLUS:** Summer's best movies & more

# TIME

## THE ME ME ME GENERATION

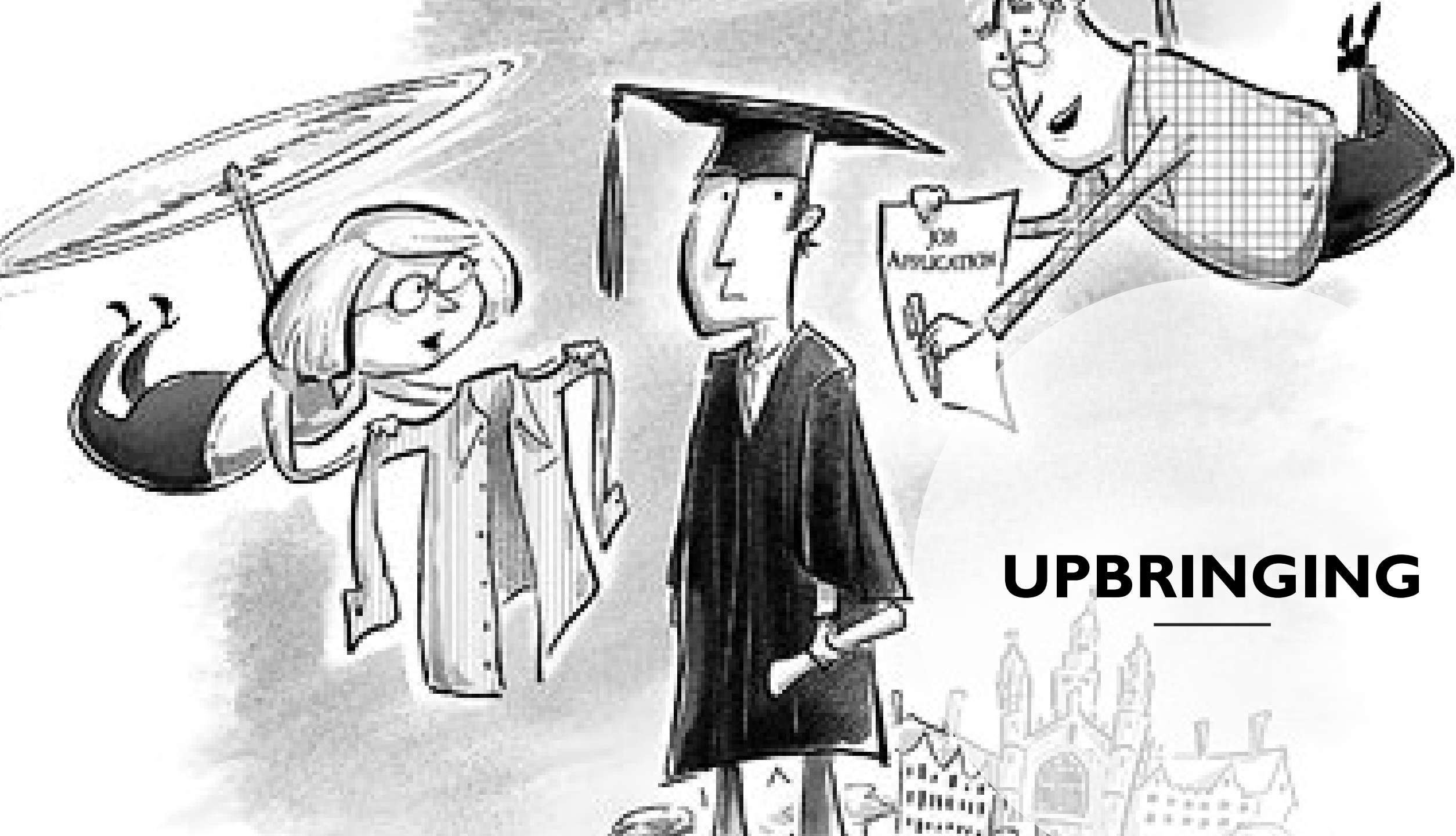
Millennials are lazy, entitled narcissists  
who still live with their parents

Why they'll save us all

BY JOEL STEIN



**DO MILLENNIALS  
HAVE THE WORST  
BRAND OF ANY  
GENERATION?**



**UPBRINGING**

---



A collection of neon signs with various words and colors. The signs are arranged in a circular pattern around a central point. The words are: 'WANT' (orange), 'WANT' (green), 'DESIRE' (purple), 'NEED' (blue), 'DREAM' (cyan), and 'WANT' (red). The signs are illuminated against a black background.

WANT WANT  
WANT  
DESIRE  
NEED  
DREAM  
WANT



A man in a dark sweater is looking down at his smartphone in a dimly lit social setting, possibly a bar or restaurant. In the foreground, a hand is holding another smartphone. The background is blurred, showing other people and lights.

# 85%

**Growing up, many people  
told me that I could achieve  
anything I wanted.**



A man with glasses is shown in profile, looking at a smartphone. He is sitting on a ledge or desk, with his arms crossed. The background is a blurred city skyline at night, with various buildings and lights. The overall tone is dark and moody.

**Instant Reaction**

**Referrals / Reviews**

**Sharing  
Economy**

**Amplification**

**Declining Deference**

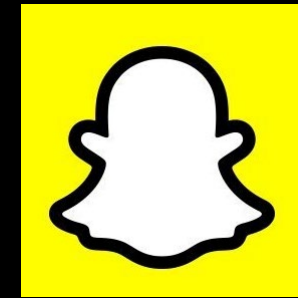
**BOOMERS  
GEN X  
MILLENNIALS**



**MILLENNIALS  
GEN Z**



**GEN Z**



A hand is shown holding a circular lens. The lens captures a landscape scene with rolling hills and a tree. The text 'The SHIFT Lens' is overlaid on the lens. 'The' and 'Lens' are in white, and 'SHIFT' is in large yellow letters.

The  
**SHIFT**  
Lens

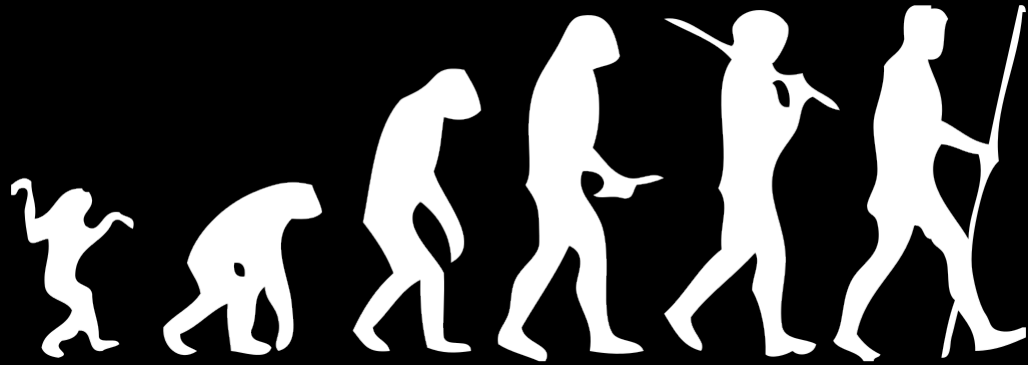
**S**elf-educators and image driven

**H**opeful but increasingly anxious

**I**mpact and passion

**F**eedback, personal and custom

**T**ransparency and control.



BABY BOOMER DREAMS  
BECAME

GEN X HOPES  
BECAME

MILLENNIAL PREFERENCES  
HAVE BECOME

GEN Z EXPECTATIONS

# DO YOU HAVE A RESET MINDSET?



**GLOBALIZATION  
&  
PANDEMIC**



**SO WHAT?**



The background of the image is a dark, out-of-focus scene filled with numerous circular light spots, known as bokeh. These spots vary in color, including shades of blue, white, orange, and red, and are scattered across the frame, creating a soft, ethereal atmosphere. The text is centered over this background.

**WHAT CAN YOU DO TO MAKE YOUR  
ASSOCIATION “RESET” READY?**

A dark, atmospheric photograph of a brick wall. The wall is covered in graffiti, including a large neon sign that reads "THIS IS THE SIGN YOU'VE BEEN LOOKING FOR". The sign is made of white neon tubes and is partially obscured by the text overlay. The overall scene is dimly lit, with the neon providing the primary light source. The text overlay is in a bold, white, sans-serif font.

**#1**  
**SCARCITY MEANS VALUE**  
**MATTERS EVEN MORE.**

A person wearing a green jacket, blue jeans, and a brown backpack is standing on a paved road. The road has white lane markings and a large white arrow pointing forward. The person is positioned in the upper center of the frame, looking down. The background is a bright, overcast sky.

**#2**

**ARE YOU SUPPORTING  
MEMBERS AS THEY ASSESS  
THEIR CAREER OPTIONS?**

A modern conference room with a large table and chairs, viewed through a window. The room is empty, and the text is overlaid on the image.

**#3**

**IS ADVOCACY AT THE  
CORE OF YOUR AGENDA?**

#4

ARE YOU A DIGITAL  
FIRST ORGANIZATION?

A photograph of two puffins standing on a rocky shore. The puffin on the left is facing right, and the one on the right is facing left. They are surrounded by numerous small, purple, globe-shaped flowers. The background is a soft-focus view of the ocean and sky.

**#5**

**KNOW, DON'T ASSUME.**

**DO YOU ASK FOR  
FEEDBACK REGULARLY?**

# BUILDING A **RESET READY** ASSOCIATION

05



## FEEDBACK

Don't assume you know your members. Engage them in both quantitative and qualitative research – pulse surveys, needs-analysis, and satisfaction studies can keep you in the loop.

04



## SEAMLESS

Have you shifted to an almost or entirely digital and seamless member experience? Generational gaps have closed on technology use. It's never been easier to on-board new tech for efficiency and improved member service.



## VALUE MATTERS



01

Scarcity, and affordability are top of mind. Are you delivering value to members?

## CAREER



02

Is your association providing career support for your members and their staff? Labour shortages, job switches, and career planning are benefits you can deliver.

## ADVOCACY



03

Is advocacy at the core of your agenda? Governments are going to be doing more with less as well. Advocacy efforts need to be strong and effective.



An office interior featuring a prominent wood-paneled wall on the left. The wall has the text 'spark\*advocacy' and 'ABACUS DATA' mounted on it. To the right, a white wall is covered in colorful graffiti, including a large rocket ship and several red and yellow starburst shapes. In the background, a person is seated at a desk with multiple computer monitors. The ceiling has exposed ductwork and an 'EXIT' sign. The overall atmosphere is modern and creative.

# ARE YOU READY?

**DAVID COLETTO**  
**ABACUS DATA**  
[www.abacusdata.ca](http://www.abacusdata.ca)

**ABACUS DATA**