

# Trends

Based on our analysis, we forecast four major trends for organizations and individual leaders to consider in 2021.

## 1 Balancing Risk with Innovation

Organizations and their leaders—from boards of directors and the C-suite to operational leaders and function-managers—will prove more risk-averse in 2021. Simultaneously, the COVID-19 crisis will hasten the risk to organizations that fail to embrace innovation and globalization.

Those four trends form the core of this forecast. With each trend, we consider the implications for private-sector firms, government and public-sector organizations, and non-profits. We offer analysis for each sector and likewise suggest key assessments related to each trend.



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## 2 Strategic Reckoning

Successful organizations in 2021 will reckon with their fundamental strategic precepts. In the wake of the many disruptions wrought by the pandemic, they will recalibrate their strategies, operations, and tactics and use newfound knowledge and experiences to deepen future analyses..

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## 3 Competition for Talent

The labor market will remain loose, but the competition for talent will remain strong.

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## 4 Trust and Mistrust

Organizations, including governments, now have an unprecedented opportunity to rebuild trust and affinity among their constituents and stakeholders.

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