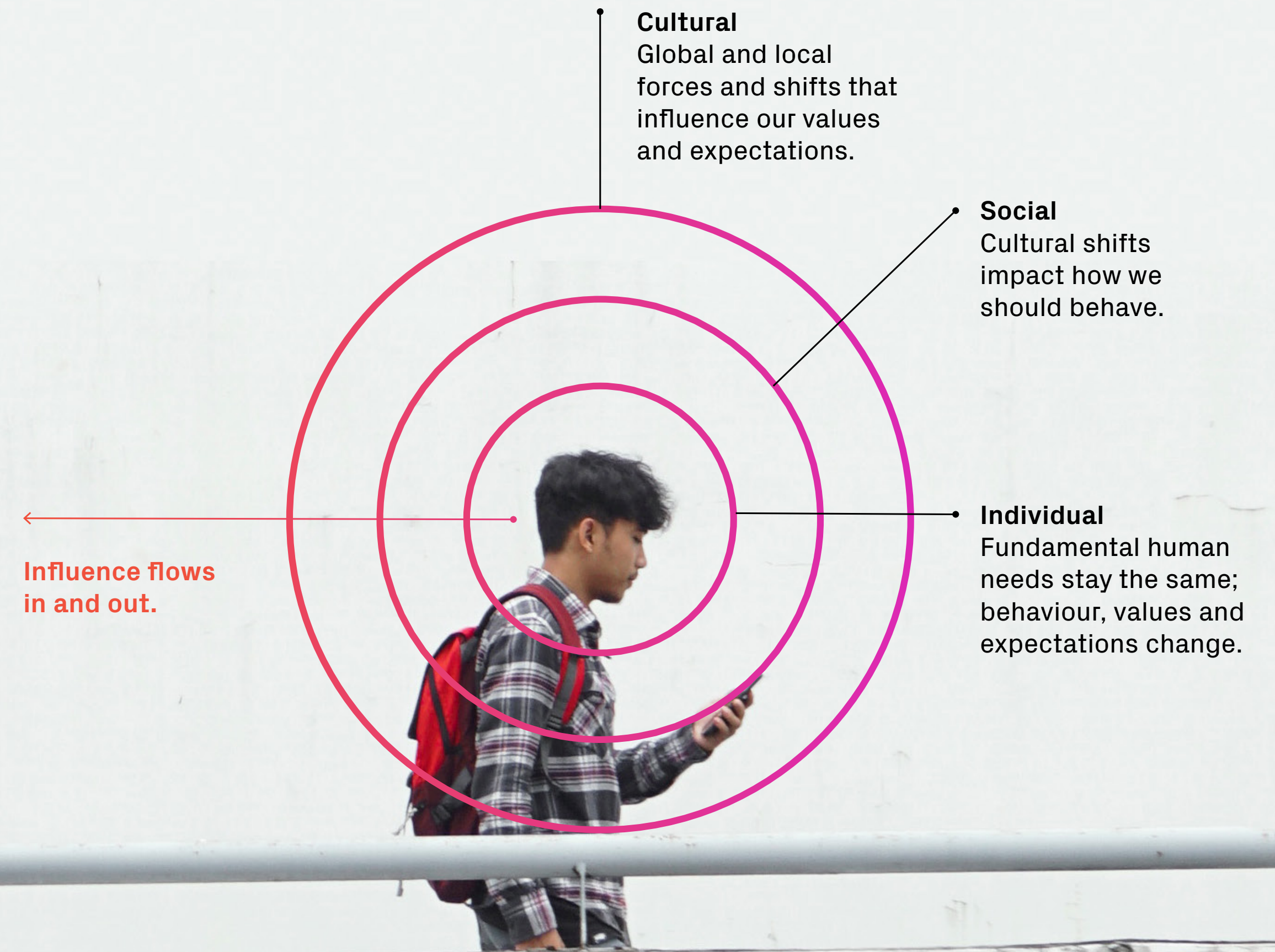
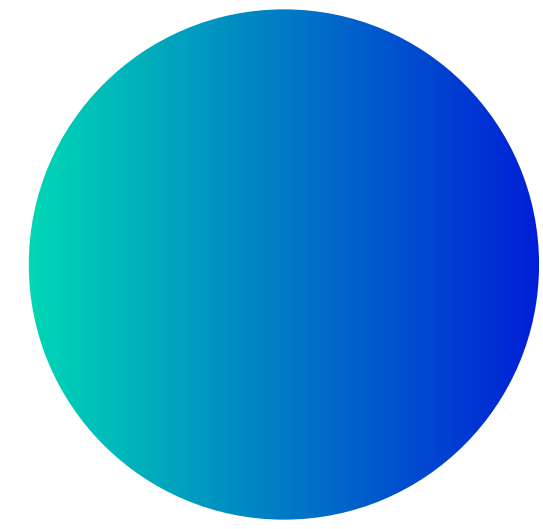


Cultural analysis offers two key advantages

- 1** It gives us structure for understanding the full context and complexity of people's lives.
- 2** And the confidence to anticipate, navigate and shape change, be it across products, services, messages or engagement.



Forces that influence society



expression

WHO

Who we are and how we define ourselves - through our spirit, our sense and our identity.



essence

SYSTEMIC

Systems falling out of equilibrium triggering change in our traditional models.

SYMBIOTIC

The relationship between who we are and where and how we interface with our world.



emergence

HOW

How we live and how we engage with our world - through organisations, landscapes and industry.



experience

The cultural currents help us to understand how culture is changing and impacting people

