

Ten things that won't change in the future

 By [John Sanei](#)

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As a trend and strategy specialist I'm always talking about what's going to change in our future, but thought it would be good to also talk about what is **not** going to change, for a change.

Here's a list of 10 things that won't change in the near future:



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1. **Certainty:** We need assurance that we can avoid pain and gain pleasure.
2. **Variety:** We have a need for variety, continuous change, and stimulus.
3. **Significance:** We have a need to feel unique, important, and special.
4. **Connection/Love:** We need a strong feeling of connection with people, and we need to feel loved.
5. **Growth:** We need to expand each of our own capabilities and capacities.
6. **Contribution:** We need to contribute, and we need a sense of service and focus on giving back.

7. Freedom: We will constantly be looking for ways to achieve more freedom in our lives. One great example of this is the shift that's happening in freelance work. From designers on [99Designs](#) to Uber drivers to independent consultants, more and more people are choosing "freelance" career paths.

8. Personalisation: We crave for brands to know us better, to be able to service us exactly for when, what and how we need.

9. Convenience: Our lives are busy and we need businesses and brands to make it as easy as possible to interact with them – liquid transactions along the likes of Uber make for an excellent example.

10. Trust: We don't buy what you sell, we buy why you sell it. Trust is a major factor in our decision-making process and once we trust implicitly, we hardly question the price.

Source: Tony Robbins, Singularity University, and my brain!

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ABOUT JOHN SANEI

Futures Strategist John Sanei makes sense of future trends and merges them so individuals and organisations can forge forward with confidence, elevating their leadership vision to exponential heights. At the intersection of human science, neuroscience, quantum technology, futurism and business strategy, John has a knack for sharing his knowledge and creating meaningful connections. He ignites platforms, connects with crowds and leaves an empowering perspective that lasts long after the lights have switched off.

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