



2016 Trends – Will you be ready?

Just when we thought we had it down, boom, here comes 2016. Let's see what some of the trends will be and how we can incorporate them into our personal and professional private club world.

Professional Fashion Trends: From Spanish-influenced flounces to the paperbag waist (my personal favorite), this is what was trending on the spring 2016 fashion week runways. Fashion is feeling pretty nostalgic these days, but of the decades referenced this season, the '90s were the biggest story. Rave culture, minimalism, grunge and fanny packs all made appearances on the runway. You have been warned. Ironing can be a bit of a hassle (especially if you're bad at it), but even if you're a pro, there is probably a more productive way to spend your time in the morning. Luckily, the answer to this is simple: pre-creased and rumpled clothing, of course will be the style. Ruffles, flamenco skirts and the color red came together in the many Spanish-inspired looks for spring 2016. For you gentlemen, a British fashion movement that plays with genres and ignores the conventional male uniform has finally found its way to the great Italian and French fashion houses. Oh la la...

Trending Books: One of our conference speakers talked about the necessity to educate ourselves, READ, READ, READ was the theme. Here are the 2016 hot new reads: coming out in February, All Marketers Tell Stories by Seth Godin; in March, Fascinate by Sally Hogshead; in June, The Compound Effect by Darren Hardy; and, in July, What the Dog Saw by Malcolm Gladwell.

Business Trends: The leadership gap will start being filled as boomers retire in numbers. Next year, over 3.6 million baby boomers are set to retire and more than a fourth of millennial workers will become managers. Succession planning, and next generation leadership development, will start to be prioritized next year. In order to cope with the loss of boomers, companies will be hiring some back as consultants and advisors to current executives as well as new or upcoming leaders. This is good news for us who have been around for a while. 91% of millennials aspire to leadership positions and their biggest weaknesses are having technical expertise and influence (we have lots of mentors within PCMA who are willing to help). This new generation will fill the leadership gap by flattening corporate hierarchies, empowering others to succeed and forcing companies to make an impact on society, not just money. You go with your bad self. Workplace flexibility becomes the biggest topic of conversation in the workplace.

Work Environment Trends: First, we work 47 hours per week now and there is no longer such thing as a 40 hour workweek. Second, in another study 64% of managers expect their employees to be reachable outside of the office on their personal time. As a result, still another study found that more than half of workers feel burned out. Third, more employees are willing to either switch employers, or stay at their current employer, based on their flexibility programs. With the rise of telecommuting, co-working spaces, globalization, and new

technology tools, workers are demanding flexibility. Hmmm, can we see the day, that our membership office will be offsite?

Marketing trends: Dream and Marketing in 3D. Virtual reality drops people inside their favorite TV show, provides an on-the ground preview of their next vacation, or puts them behind the wheel of their next car. Customer experience is priority number one and although it's still evolving – 3D technology is poised to move from novelty to mainstream. How cool would it be to have your prospect actually play the course virtually? Marketers who've been lazy about pursuing mobile are about to miss the train altogether; the number of people who do their browsing on devices passed desktop users a while ago. For retailers, mobile is basic; for others, it soon will be. At a minimum, this means a mobile-optimized and responsive website, and may include custom apps and mobile-targeted campaigns. The frontrunners have already moved on to other things; mobile can't be put off for another year. Video use explodes while live streaming finds a purpose. If you want to engage with millennials, video is a must-have marketing tactic; they prefer to find entertainment and education on YouTube over conventional channels like television. Snapchat, YouTube, gifs, Vine, and more are being consumed at a rapid rate. Streaming video takes this to the next level, and platforms like Periscope and Blab have put interactive live video into the hands of anyone with a smartphone. The next year will see video continue to shine and streaming move to the forefront of marketing, with innovative new campaigns that allow consumers to be the stars.

Well there you have it, a great start to the 2016 trends; at least we are all in it together.