

13th TREND DAY

IDENTITY MANAGEMENT

KEYNOTE
RICHARD FLORIDA

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IDENTITY MANAGEMENT

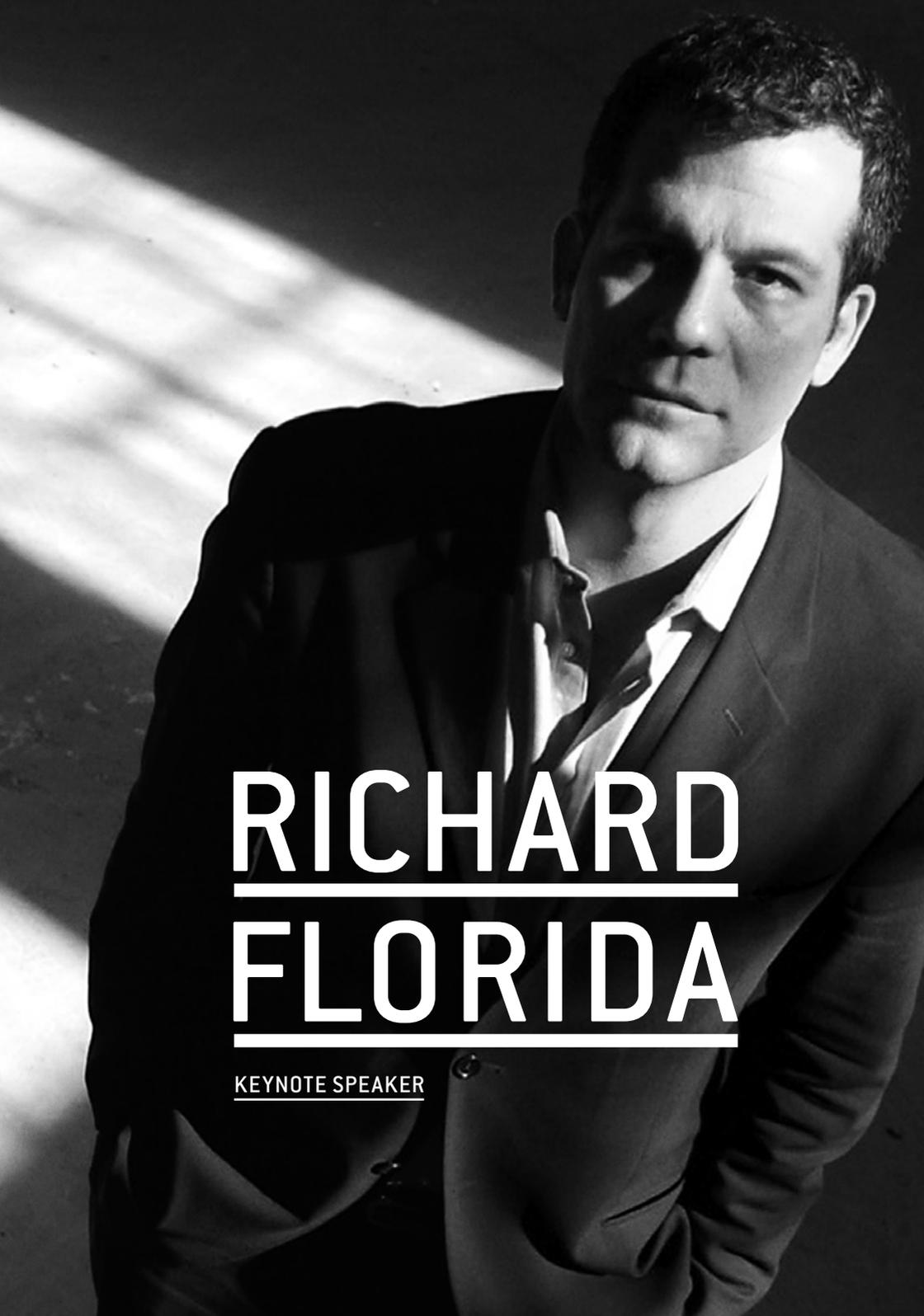
RECOGNITION INSTEAD OF ATTENTION

The Attention Economy is dead! Being loud and different is no longer enough – anybody can do that nowadays. **In future, it will be recognition that counts.** We are all social beings. We want to be liked, respected and appreciated. It is the applause of our elected circle that secures our status.

We used to be shaped by our work, family and religion. Identity was static. Today we lack this kind of continuity. **We define identity dynamically.** In the days of Web 2.0, identity is becoming a management task. The question of “Who am I?” is being replaced by “Who do I want to be?”. We play different roles depending on the audience. We optimise successful roles and accept them as part of ourselves.

The days of one-way communication are over for good. The focus is shifting to the consumer himself rather than the product. **Customer relationship management** is becoming an essential component of brand management. In future, rather than anchoring a static picture of the brand in consumers’ minds, the goal will increasingly be to live and breathe the brand identity in a process of interaction with the customer.

Choosing the right audience is crucial. In contrast to attention, recognition requires a dynamic process of exchange: **he who seeks recognition must himself recognise others.** This banal insight has serious consequences for companies and institutions.

A black and white portrait of Richard Florida, a man with short dark hair, wearing a dark suit jacket over a light-colored shirt and a dark tie. He is looking slightly to the right of the camera with a serious expression. The background is dark with some light streaks.

RICHARD FLORIDA

KEYNOTE SPEAKER

In a globalised world, the importance of place will increase rather than vanish. Where we live is becoming an increasingly important aspect of our lives.

THE CHOICE OF CITY DEFINES YOUR IDENTITY

What are the key findings in your new book “Who’s your city?” Some have suggested that the world is becoming flat, that is: location does not matter. However, in my book, I argue the opposite. Place is not only important, it’s more relevant to the global economy and our individuals lives than ever before. The choice of where to live, therefore, is not an arbitrary one. It is arguably the most important decision we make, as important as choosing a spouse or a career. In fact, place exerts a powerful influence over the jobs and careers we have access to, the people we meet and our “mating markets” and our ability to lead happy and fulfilled lives.

Why is place so important? Innovative people cluster together. This “urban metabolism” increases our productivity. Our cities are getting faster and faster, better and better, more and more

BACKGROUND//Richard Florida (USA) is the best-selling author of books such as “The Rise of the Creative Class” and “The Flight of the Creative Class”. Currently a professor at the University of Toronto, he has also taught at Carnegie Mellon University, Harvard University and the MIT. His new book “Who’s your City?” will be published in March this year.//www.creativeclass.com

innovative. That's why economic activity spikes, because of these conglomerations of energy and talent. We don't have a North-South conflict, but a conflict between the centre and the periphery. It is not China or India we are competing with, it's Shanghai and Bangalore. These countries are even spikier than the U. S. and Europe.

Is it possible to construct the identity of a place?

Just like creativity, place identities are organic. They cannot be engineered in a top-down process. Rather than spending money on large projects – such as a new opera house or soccer stadium – to create a “physical” identity, communities should concentrate on local initiatives already taking place that promote or embody the community's identity, tolerance, diversity and creativity.

What implications do you see for companies?

Effectively managing creative talent is the most important decision companies can make for their future. Creative employees spur economic growth.

What are the factors behind economic growth?

The driving force behind any effective economic strategy is talented people. People, especially top creative talent, move around a lot. An organisation's ability to attract and retain top talent is the defining issue of the creative age.

Technology and innovation are critical components for driving economic growth. You have to find ways to optimise them. It's a question of transferring research, ideas and innovation into marketable and sustainable products. Universities are paramount to this, and provide a key hub institution of the creative age.

As the third factor, I have defined tolerance. Creative workers need communities, organizations and peers that are open to new ideas and different people. Places receptive to alternative lifestyles.



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Haus der Seefahrt//Hohe Brücke 1//20459 Hamburg//www.trendbuero.com

Information: Katharina Bulla//k.bulla@trendbuero.com//Telephone: +49 (0)40-36 97 78-63

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