



TRENDS

SIGNAL BIZHUB
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April at BiZHUB...

Last month, we looked at GROWTH, but in order to grow, you need to know what the current TRENDS are in order to be both proactive and reactive.

The years of pandemic conditions changed us all, and some of the resulting trends will impact small business behaviour in surprising ways.

Keep an open mind, and a watch on trends to ensure you aren't left behind.

Key Trends:

Vulnerability and imperfection

The lack of hairdresser and beauty salon visits in lockdown forced us all to present a 'less-polished' version of ourselves, from Zoom meetings to a more 'human' approach to business networking. Personal and brand personas should be as 'real' as possible to best meet today's trends.

Do you show up unapologetically 'real'? Are you comfortable presenting yourself online and in person as an 'unvarnished' version of yourself? Why?

Could presenting yourself in a more 'real' way, with vulnerability and imperfection enhance your brand or appeal to a new audience?

Purpose and meaning

The great resignation crisis is an ongoing economic trend, driven by an employee's desire to do something meaningful, following an opportunity for reflection over lockdown. The trend for purpose and meaning is something reflected in customer demand at present too.

What does your business stand for?

Are you satisfied with your life or are you looking to make changes?
Is anyone else in your family or organization looking to make changes?

Balance in all things

Whether it's hybrid flexible working or ditching the 9 – 5 to spend more time doing what you love, a work/life balance has become attainable for so many, rather than aspirational.

How can you increase a work/life balance for your employees if you can't offer hybrid working and flexible hours?

How does your product or service contribute balance to your customer's life?

Mental health awareness

The pandemic had a negative effect on the mental health of the nation but forced a positive change in the way the issue is discussed and dealt with in the workplace.

Whose mental wellbeing are you responsible for as a business owner?

Is good mental health something you are mindful of?

Niche and personalisation

As marketing channels get more diverse, and targeting techniques get more accurate, your target audience should become more refined.

How many people do you actually need to engage with to reach your marketing targets?

How would your message change if it was to just 10 of your best prospects?

The electric economy

Climate change is always a hot topic, and as we near the 2030 deadline for the end of petrol car production, the electric economy is going to see massive growth.

While many businesses remain cautious and sceptical, others are looking ahead to the exciting growth opportunities in the electric vehicle space.

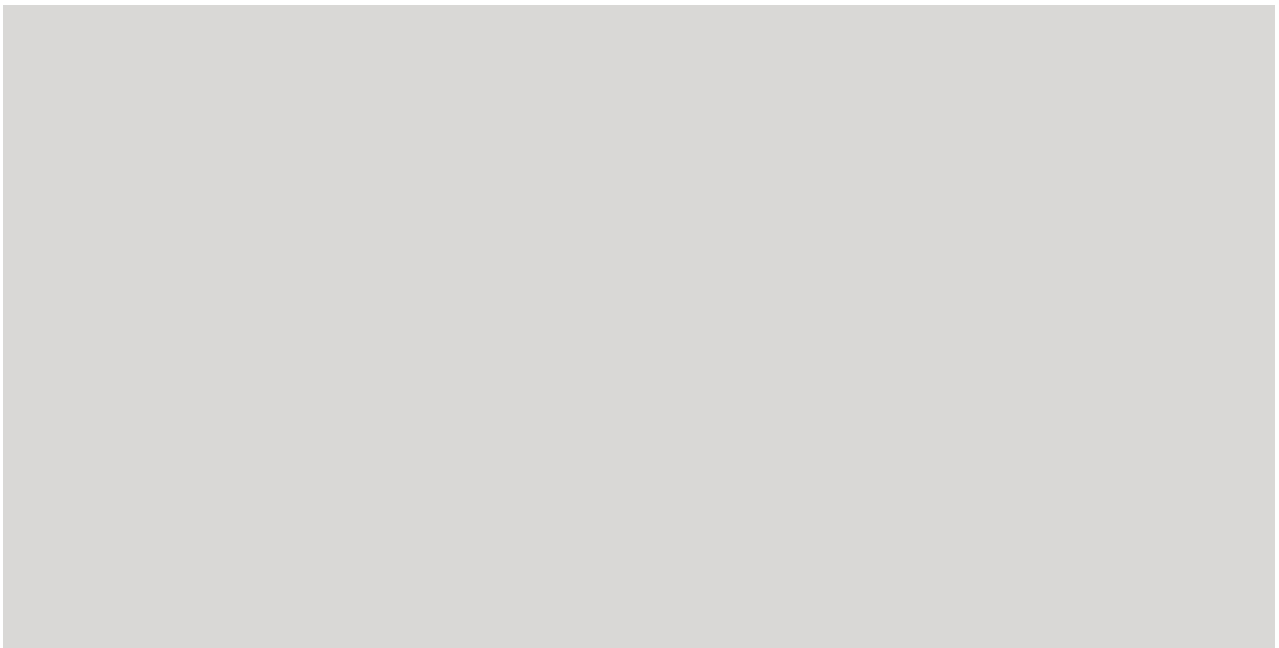
We'll be talking to Barry Parker, pioneering local EV entrepreneur and co-founder of Rouute TM Technologies to get the low down on this hot topic.

The interview with Barry is going to be pre-recorded early next week and shared with you via the FB group at 9.30 am on Friday 8th April.

IN the meantime check out <https://www.rouute.co.uk/> and post any questions for Barry in the Facebook group before Monday to have them answered in the interview.

Barry will be at our next big networking event on April 22nd at the BOSC so you will have a chance to meet him in person then.

In the meantime, drop some notes in the box below for any ways you could look to adapt your business to become more environmentally mindful.



Recommended reading:

2030: How Today's Biggest Trends Will Collide and Reshape the Future of Everything
by Mauro F. Guillén

Analysing global trends; from the shifting nature of retirement to the emergence of a new middle class, the rise of women as entrepreneurs and the end of modern banking.

SiGNAL BiZHUB provides award-winning business support and training for self-employed people and small business owners.

BiZHUB members are part of a supportive and collaborative community of people who want to learn, grow and be inspired by each other's success.

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