

LEADER'S DIGEST

"You don't have to predict the future, but you must create preparedness within your business."

Amy Webb



HOW WILL THE VACCINATIONS AFFECT THE WORLD ECONOMY?

We have seen great development within the field of the COVID-19 vaccinations and it seems that there's light at the end of the tunnel. But is there really?

We turned to **Ana Boata**, the Head of Macroeconomic Research at Euler Hermes, and **Helge Pedersen**, Group Chief Economist at Nordea, for some expert insights on the economic situation going forward. We asked, for example, how the vaccinations will affect the world economy, and here's what they suggested:

Ana Boata: "As it stands, it looks like it will get worse before it gets better. We are seeing a continued recession in Q1 2021 as COVID-19 restrictions are retightened across Europe as well as the US. Vaccination hurdles on the demand (vaccination skepticism) as well as the supply side (production & distribution bottlenecks) are sizeable. However, achieving immunity of the vulnerable populations (20-40% of the total) to be completed by mid-2021 still remains achievable if governments make it their number one priority. This will be hard, but not impossible! Hence, we expect a technical economic resurrection in Q2 2021 in time for Easter. More favorable seasonal effects (i.e. warmer temperatures) together with progress on the vaccination campaign will allow for a gradual loosening of restrictions, and in turn the unleashing of demand pent up over the winter months."

Helge Pedersen: "I am convinced that the COVID-19 vaccines will play a key role in the development of the world economy. Already when the first vaccines were approved, there was a clear reaction in the financial markets, and the real economy is affected as the rollout takes off. This is a crucial precondition for the reopening of societies that are still affected by restrictions on the spread of infection. I expect a gradual reopening from the end of February in most European countries and with a little lag also the still affected parts of the US. No doubt that the first quarter of 2021 will be tough, but from then on I expect a strong recovery in the world economy."

[You can read the full interview from our blog.](#)

READ THE ARTICLE

WHO ARE YOUR COMPETITORS OF TOMORROW?

In April 2020, **Stéphane Garelli**, the Emeritus Professor of World Competitiveness (University of Lausanne) shared with us some insights on how companies can prepare for the future. Garelli answered e.g. the following questions:

- How should companies prepare so that they can come out of the crisis as even more competitive than before?
- What are the ways companies can map out the possible competitors of tomorrow?

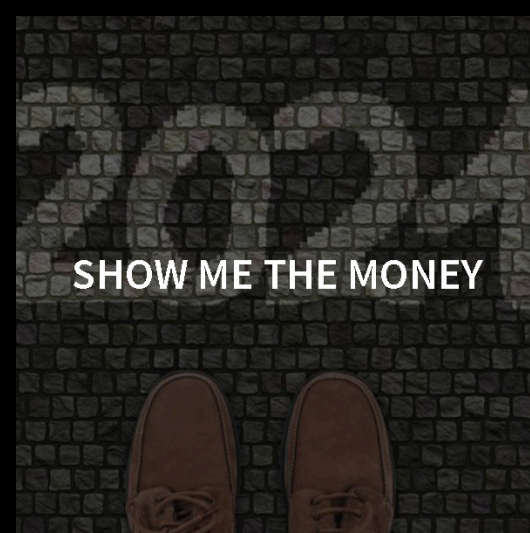


[Watch the video](#) to hear what Garelli advised!

WATCH THE VIDEO

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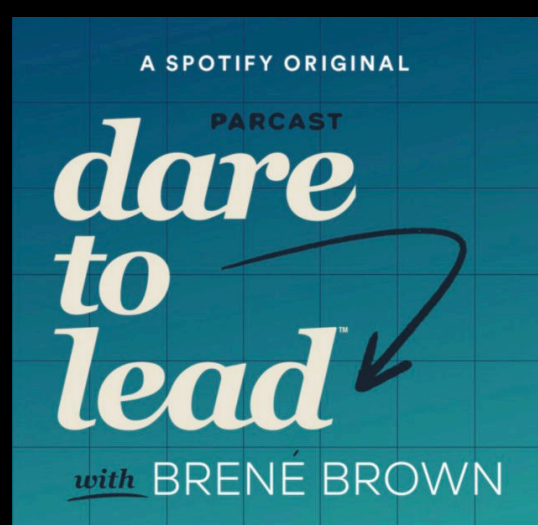
An article reviewing what the beginning of 2021 looks like from the perspective of the world economy.



An article about metatrends, and the importance of understanding and mapping out the future.

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WHAT INSPIRES US



One of our favorite episodes from **Brené Brown's Dare to Lead** podcast is a deep dive conversation with **Jim Collins**.

Jim and Brené talk wholeheartedly about the principles that have shaped their methodologies, how to find your personal hedgehog and ultimately what it takes to build a successful organisation.

Serving suggestion: To be enjoyed in chunks or during a long walk - [listen here](#).

Psst! If you're in for more, she also has intriguing discussions with Barack Obama and Simon Sinek to mention a couple.

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