

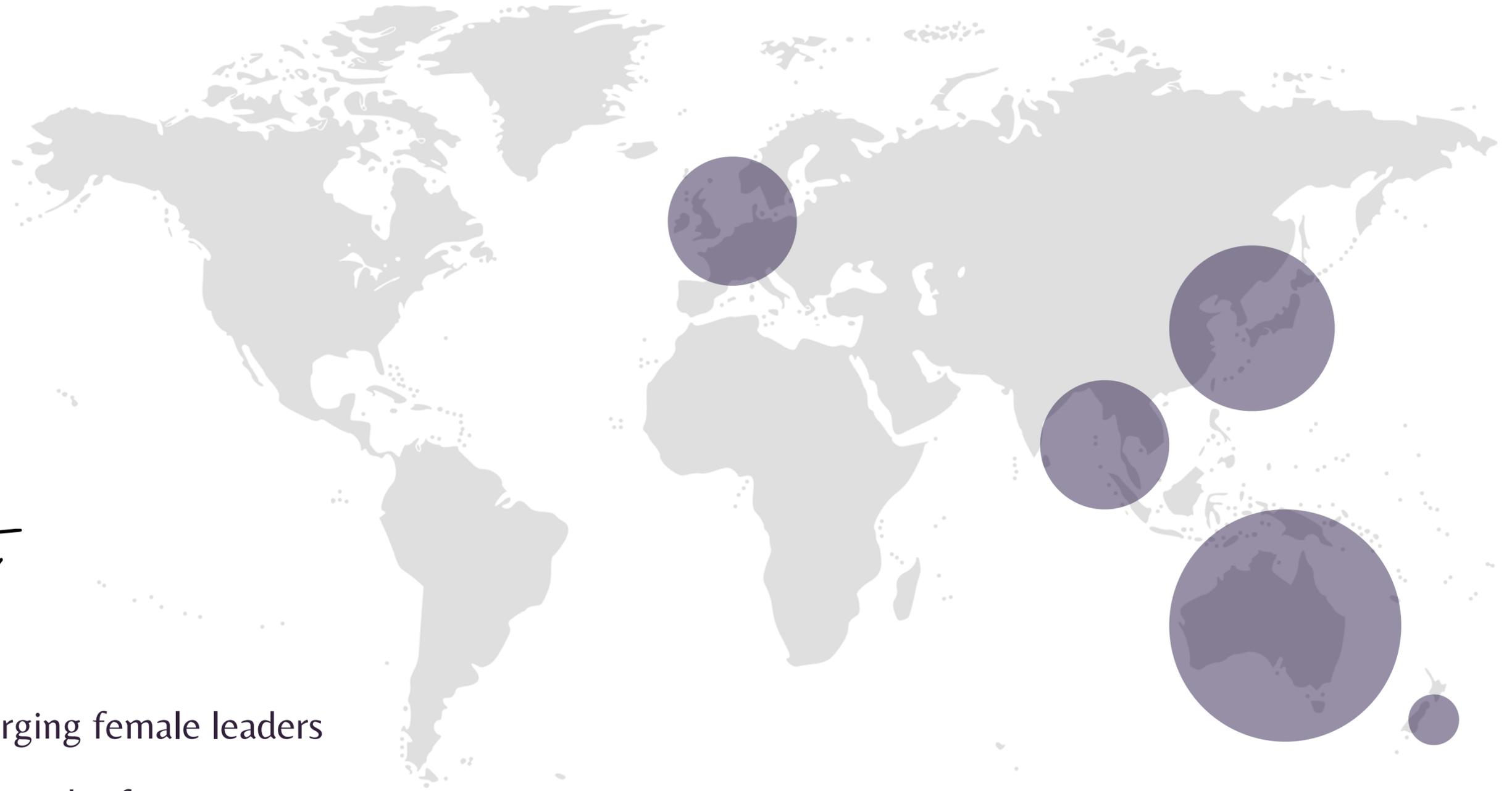


Leading from the

~~boardroom~~

living room

live, unfiltered conversations with global executives



Our impact

- Empowered +5,000 emerging female leaders
- Established an online network of +12,000
- Provided +2,000 hours of leadership development & strategic advisory
- Established an elite network of +700 business leaders globally

With thanks to



our guest speaker, **Nhung Mason, Managing Director - Client Account Lead, Accenture**

Nhung has worked across Consumer Industries for almost 20 years. Voted as 40 Women to Watch in APAC from Campaign Asia-Pacific in 2018, Nhung's focus has been on working with organisations to deliver customer/consumer centric and data driven transformations. She is passionate about diverse teams and believes that it is the combination of different strengths that lead to the strongest teams.

And moderator, **Sarah Liu, Managing Director of The Dream Collective**



What are the most noteworthy consumer behaviour trends that have emerged from COVID19?

- An entirely **new group of online consumers** have emerged, with a 160% increase for consumers who didn't previously shop online, and intend to continue doing so post-crisis. The result of this is a **permanent, long-term shift toward online commerce**.
- The shift towards a preference for **local and conscious buying** will continue into the future, some segments are **3 times more likely to buy a product that fits these criteria**, even if there is a premium price attached.
- The rise of the **Consumer Creator**: consumers are seeking engagement and two-way interaction/co-creation across their online experiences.

Based on these trends, how can businesses maximise new opportunities that are emerging?

- 1. E-commerce** - businesses should be focused on attracting and converting online customers, while driving brand loyalty and connection through new channels.
- 2. Digitisation** - organisations need to prioritise a strong digital footprint: those that had this pre-crisis were able to transition quicker and more effectively to operating online.
- 3. Focus on purpose** - organisations need to define their purpose, embody it and design their business objectives and strategies around it.

What is your advice to businesses in developing strategies for the future of this 'new normal'?

- **Leverage data and analytics** to make data-driven, informed business decisions. Utilise a **values-based approach** to drive optimal return on investment for your specific business objectives.
- **Think of your customer as a human.** Consider the mindset and emotional state of customers: how have they been impacted financially, emotionally and personally and how could this change their consumption behaviour?
- At this time and into the future, it is essential for brands to **focus on building trust**, both internally and externally. Companies need to prioritise **transparency** and **sensitivity** to foster trust and positive brand affiliation.

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Leading From The Living Room.



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