

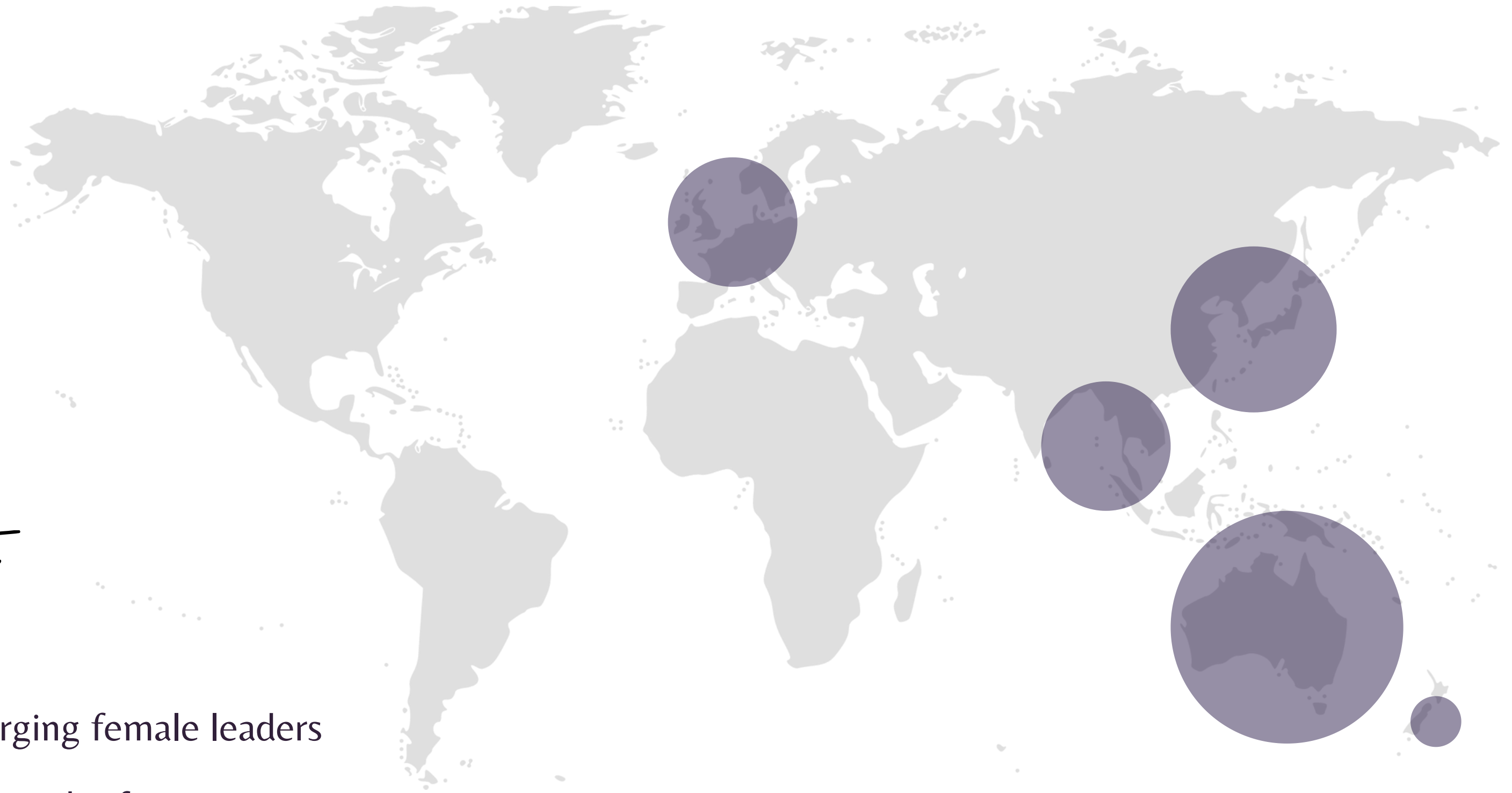


Leading from the

~~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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