

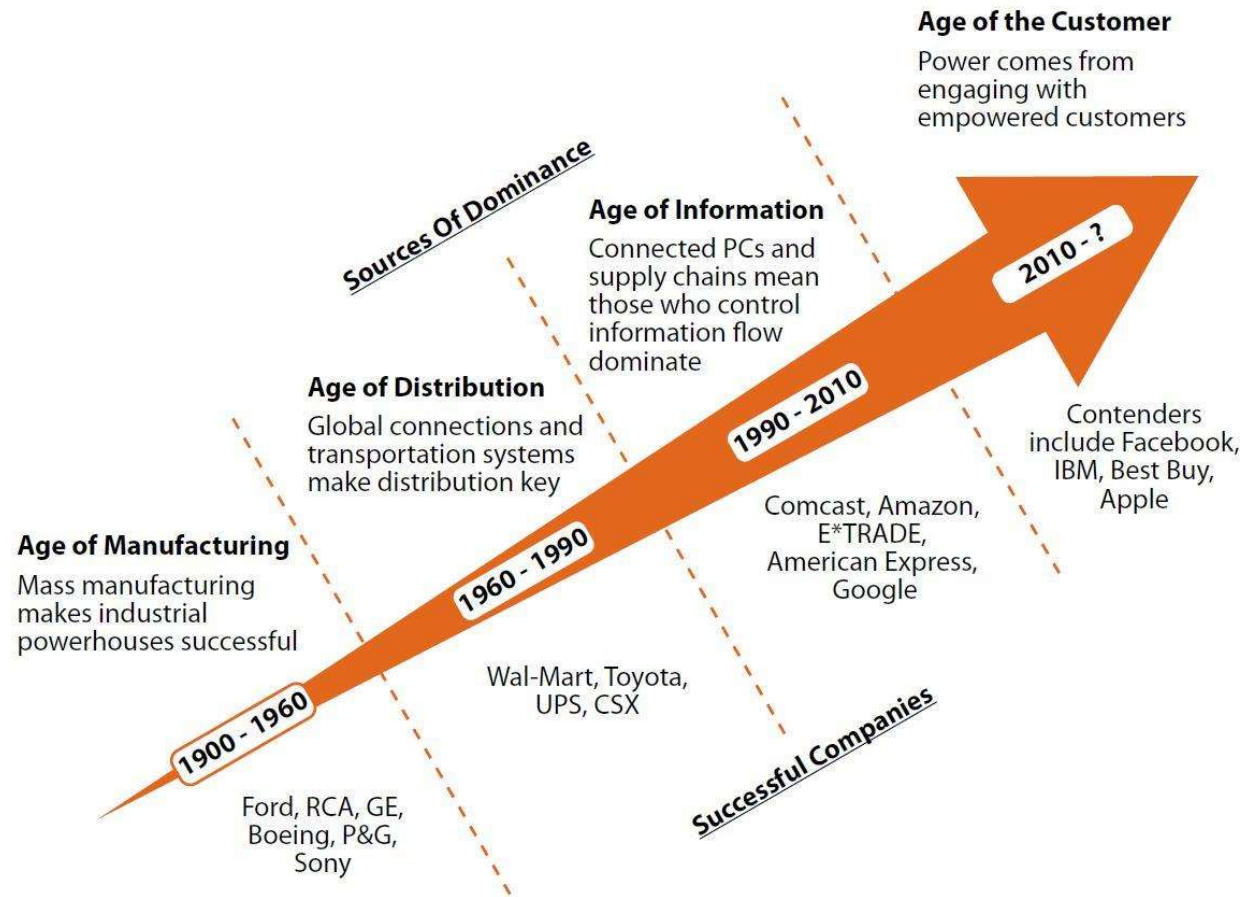


EUSBSR EU STRATEGY FOR THE BALTIC SEA REGION

**"The gap of competences for the
recent economy"**

Ugnius Savickas
Business consultant and lecturer,
Innovation instructor and fasilitator,
Executive education designer and coach,
Volunteer Rietavas TBIC (Lithuania)

Recent economy





Recent economy = experience economy

- The next economy following the **agrarian** economy, the **industrial** economy, and the **service** economy.
 - Products need to create **meaning**, **experience**, and some sort of **memory** for consumers.
 - The **highest-value** economic offerings are experiences
- 

Recent economy

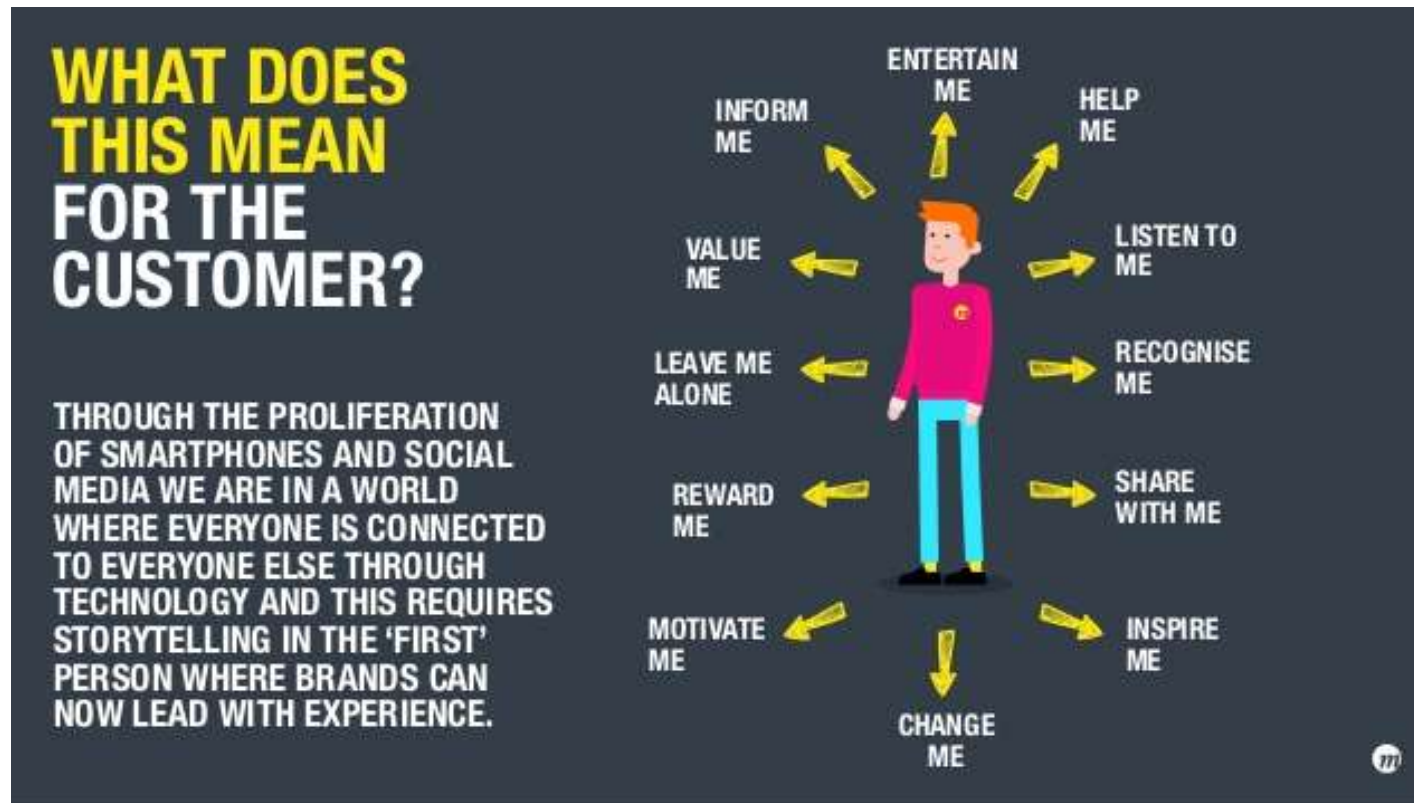
WHAT DO WE MEAN BY EXPERIENCE ECONOMY?

A NEW ECONOMIC ERA IN WHICH ALL BUSINESSES MUST ORCHESTRATE MEMORABLE EVENTS FOR THEIR CUSTOMERS, AND THAT MEMORY ITSELF BECOMES THE PRODUCT.

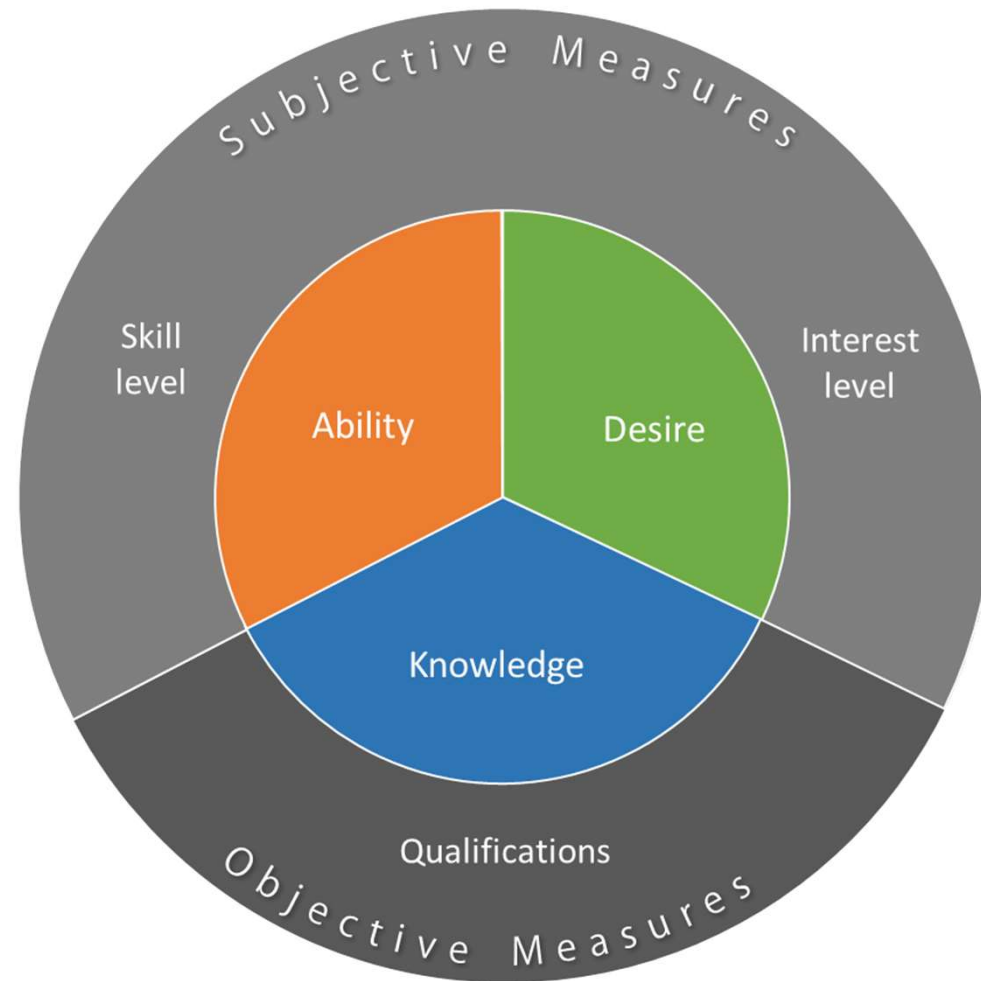
- THE "EXPERIENCE"



Recent economy



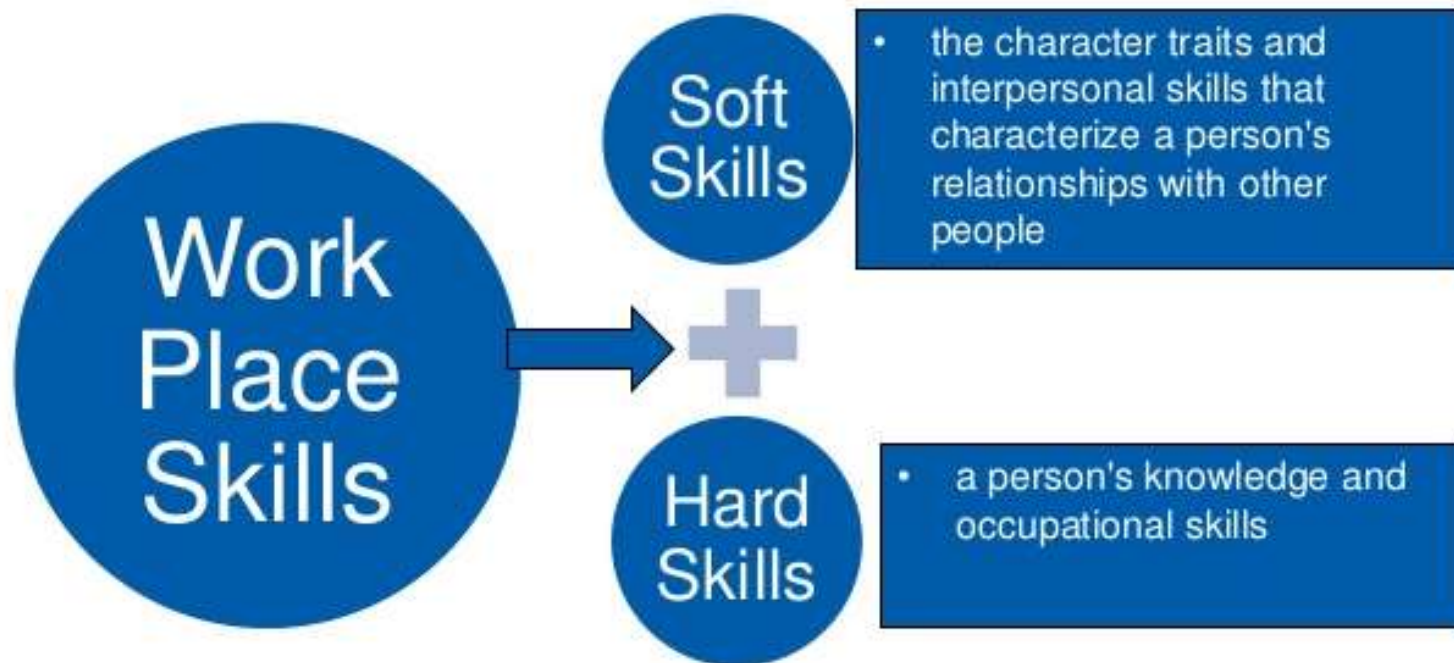
What is competence?



Shift in skills balance



50/50



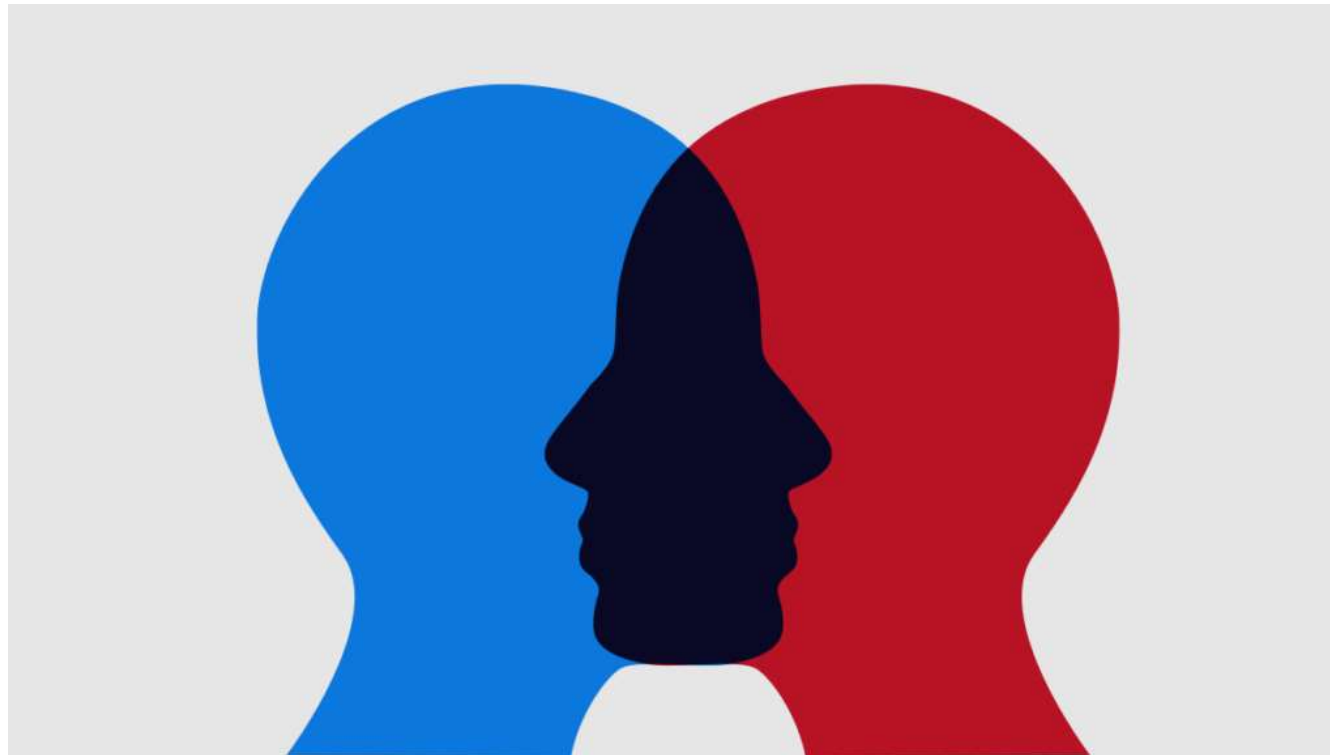
Lacking competences (by U.Savickas)

- Empathy
- Creativity
- Intuition
- Mindfulness
- Learning ability





Empathy






Empathy

em·pa·thy
noun \ 'em-pə-thē \

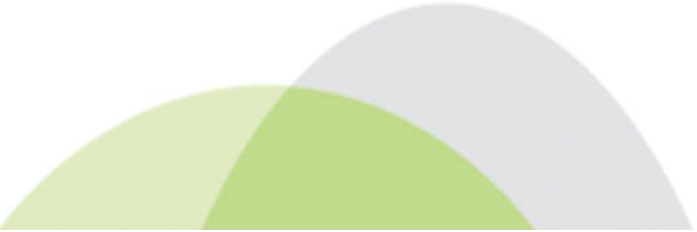
the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner





Creativity

“Creative thinking is more than just coming up with new ideas. It is about living life in a way that is open, authentic and curious. It is a mindset and approach to everything we do.”





Intuition

**If you listen
closely to your
intuition you will
always know
what is "best" for
you, because
what is best for
you is what is
true for you.**

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Mindfulness

WHAT IS MINDFULNESS?

1. DIRECTING OUR ATTENTION TO OUR EXPERIENCE AS IT UNFOLDS.
2. TRAINS US TO RESPOND SKILLFULLY TO WHATEVER IS HAPPENING; GOOD OR BAD.
3. IMPROVES OUR THOUGHT PROCESS, FEELINGS AND CONCERNS FOR OTHERS.
4. HELPS US PERFORM BETTER, FEEL CALMER AND LESS DEPRESSED.



Learning ability

**THE ABILITY TO LEARN FASTER THAN YOUR
COMPETITORS MAY BE ONLY SUSTAINABLE
COMPETITIVE ADVANTAGE.**

- ARIE DE GEUS -



Learnig for life



David Parkins





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SEA REGION

Ugnius Savickas

ugnius@savickas.in