THE GREAT ACCELERATION

How 2020 Is Bringing the Future Faster
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THE GREAT ACCELERATION
How 2020 Is Bringing the Future Faster

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The Great Acceleration

TECHNOLOGY
- 4TH Industrial Revolution Speeds Up
- Digital Disintermediation Expedited
- New Tech Regulation (aka “Techlash”)

GLOBALIZATION
- New World Disorder
- Demographics Will Drive Declines
- Nationalism > Globalism

CULTURE
- New Psychology & Priorities Post-COVID
- Leadership Leaving Washington
- More Diversity & Inclusive America

POLITICS
- Bigger Government
- Party Civil Wars & Realignment
- New Reform Era
### 2020: A YEAR UNLIKE ANY OTHER

**Four Concurrent “Super-Disruptors”**  
*(Since 1900 only 3 other years had 3)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Recession</th>
<th>Pandemic</th>
<th>Mass Protests</th>
<th>Intense Election</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>1968</td>
<td><strong>NO</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td>1957</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>NO</strong></td>
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<tr>
<td>1919</td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>YES</strong></td>
<td><strong>NO</strong></td>
</tr>
</tbody>
</table>
YESTERDAY

The Age of Disruption & Backlash
# Yesterday’s Key Trends: A World Remade

## Technology
- **Trend**: Digital Age Dawns
- **Opportunity**: Innovation Booms
- **Challenge**: Inequality Grows
- **Backlash**: Regulators Rise

## Globalization
- **Trend**: Cold War Ends
- **Opportunity**: Hyper-Globalization
- **Challenge**: Arbitrage & Authoritarianism
- **Backlash**: Nationalists Rise

## Culture
- **Trend**: Comfortable Conformity
- **Opportunity**: New Voices Heard
- **Challenge**: Old Gatekeepers Gone
- **Backlash**: Hyper-Activism
## Politics Yesterday: Lost Confidence in Leaders

### Loss of Trust

(\% Great Deal / Fair Amount of Trust)

<table>
<thead>
<tr>
<th>1979</th>
<th>Institution</th>
<th>2019</th>
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<tbody>
<tr>
<td>54</td>
<td>The Military</td>
<td>73</td>
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<tr>
<td>72</td>
<td>Mass Media</td>
<td>41</td>
</tr>
<tr>
<td>45</td>
<td>Supreme Court</td>
<td>38</td>
</tr>
<tr>
<td>52</td>
<td>The Presidency</td>
<td>38</td>
</tr>
<tr>
<td>65</td>
<td>The Church</td>
<td>36</td>
</tr>
<tr>
<td>N/A</td>
<td>The Medical System</td>
<td>36</td>
</tr>
<tr>
<td>60</td>
<td>Banks</td>
<td>30</td>
</tr>
<tr>
<td>36</td>
<td>Public Schools</td>
<td>29</td>
</tr>
<tr>
<td>N/A</td>
<td>Organized Labor</td>
<td>29</td>
</tr>
<tr>
<td>32</td>
<td>Criminal Justice System</td>
<td>24</td>
</tr>
<tr>
<td>34</td>
<td>Big Business</td>
<td>23</td>
</tr>
<tr>
<td>34</td>
<td>Congress</td>
<td>11</td>
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</table>

### Voting for Change

House, Senate or WH Changed Parties

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1960</td>
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<td>1970</td>
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<td>1980</td>
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<tr>
<td>1990</td>
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<tr>
<td>2000</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2012</th>
<th>2014</th>
<th>2016</th>
<th>2018</th>
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<tbody>
<tr>
<td>2010</td>
<td></td>
<td></td>
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</tbody>
</table>

Source: Gallup 1979 & 2019; Mass Media 2019
SOWING THE SEEDS OF 2020’S CRISES: FORSEEABLE FAILURES

**PANDEMIC: UNPREPARED**

- 53% lacked emergency savings
- 27.9M lacked health insurance
- 21.3M lacked adequate broadband
- 33.6M lacked paid sick leave

**ECONOMY: UNPROTECTED**

Sources: Savings; Leave; Insurance; Broadband

**SOCIAL JUSTICE: GLARING GAPS**

<table>
<thead>
<tr>
<th>Income</th>
<th>Wealth</th>
<th>Killed by Police (Unarmed, per 1M)</th>
<th>In Jail (per 100k males 16+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$82k</td>
<td>$171k</td>
<td>4.9</td>
<td>2,272</td>
</tr>
<tr>
<td>$53k</td>
<td>$17k</td>
<td>1.1</td>
<td>392</td>
</tr>
</tbody>
</table>

Sources: Income; Homes; Wealth; Jail; Parents; Police
TODAY

Divided We Fall
# TECH: THE DIGITIZED ARE THRIVING

## YTD Stock Performance (thru 7/12)

<table>
<thead>
<tr>
<th>S&amp;P 500 (ex-IT)</th>
<th>Google</th>
<th>Facebook</th>
<th>Apple</th>
<th>Microsoft</th>
<th>Netflix</th>
<th>Amazon</th>
<th>Tesla</th>
<th>Zoom</th>
</tr>
</thead>
<tbody>
<tr>
<td>-7.3%</td>
<td>15.3%</td>
<td>19.4%</td>
<td>30.6%</td>
<td>35.5%</td>
<td>69.6%</td>
<td>73.3%</td>
<td>270.0%</td>
<td>305.5%</td>
</tr>
</tbody>
</table>

Sources: S&P, Others
GLOBALIZATION: A SOFT POWER VACUUM

Managing Global Challenges Without Trusted Global Leaders

**RUTHLESS**

**UNTRUSTWORTHY**

**RECKLESS**

**UNRELIABLE**

**BULLY**

**UNFREE**

**BULLY**

**UNEQUAL**
**CULTURE WARS HAVE BECOME BUSINESS BATTLES**

### WHY ENGAGE?

**STAKEHOLDERS DEMANDING**

<table>
<thead>
<tr>
<th>Stakeholder Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Wokeforce”</td>
<td>“Just do it.”</td>
</tr>
<tr>
<td>Consumers</td>
<td>&quot;Believe in something. Even if it means sacrificing everything.&quot;</td>
</tr>
<tr>
<td>Investors</td>
<td>&quot;Global Investors Driving Business Transition&quot;</td>
</tr>
<tr>
<td>Activists</td>
<td>&quot;Skolstrejk för Klimatet&quot;</td>
</tr>
<tr>
<td>Ad Spending</td>
<td>&quot;Advertisers Leaving &quot;The Ingraham Angle&quot;</td>
</tr>
<tr>
<td>Advocacy</td>
<td>&quot;Texas Businesses stand together for economic prosperity and against discriminatory legislation!&quot;</td>
</tr>
<tr>
<td>Partnership</td>
<td>&quot;HBCU Claflin U Signs First-Ever Zoom University Partnership&quot;</td>
</tr>
<tr>
<td>Operations</td>
<td>&quot;Walmart, Target Pull All Washington Redskins Merchandise From Online Stores&quot;</td>
</tr>
</tbody>
</table>
POLITICS: THE CENTER IS UP FOR GRABS

Who Will Occupy the Center? Both Parties Have Been Moving Away

LEFT LOSING (Too Politically-Correct)

RIGHT LOSING (Too Politically-Incorrect)

ISSUE (Politically Exhausted)

ABOLISH I.C.E.

IMMIGRATION

ENERGY & ENVIRONMENT

GREEN NEW DEAL

RACIAL JUSTICE

ELECT BERNIE SANDERS

DEFUND THE POLICE!

MEDICARE FOR ALL!

HEALTH CARE

TAXES & SPENDING

REPEAL OBAMACARE

TELL REPUBLICANS TO HOLD THE LINE ON TAXES
2020 CRISES: IT’S THE PANDEMIC, STUPID

PANDEMIC: DEATH BY POLITICS

Official Death #: % Believe Overcounted

- GOP: 50%
- DEM: 5%

Sources: Gallup (Apr); Pew (June)

Masks: % Always

- GOP: 29%
- DEM: 63%

% Comfortable Eating in Restaurant

- GOP: 65%
- DEM: 28%

ECONOMY: INABILITY TO CONTROL SPREAD PREVENTS RECOVERY

No Child Care?

-10% GDP
(U. Chicago)

No Masks?

-$1T GDP
(Goldman Sachs)

No State Govt Help?

-5.3M Jobs
(EPI)

SOCIAL JUSTICE: FIGHTING OVER STATUES WHILE...

UNEMPLOYMENT RATE
(June 2020 %)

- White: 10.1%
- Black: 15.4%
- Latino: 14.5%

Sources: Unemployment (BLS); COVID (NYT); K-12 (McKinsey)

COVID-19 CASES
(per 10,000 people)

- White: 23 cases
- Black: 62 cases
- Latino: 73 cases

NO REMOTE INSTRUCTION
(% K-12 students)

- White: 10%
- Black: 40%
- Latino: 30%
TOMORROW

The Great Acceleration
Internet Cutting Out More Middlemen

EDUCATION
- Hybrid online-offline degrees, more access
- Lower cost, higher enrollment, fewer schools
- Employers are becoming the new schools

HEALTH CARE
- More telemedicine, greater access
- A.I. transforms diagnostics & discovery
- Real-time revolution: wearables + tracker apps + cloud

PHYSICAL BUSINESS MODELS
- “Retail-pocalypse” → “Office-pocalypse”
- Cash & credit cards → ePayments
- Travel & Broadcast → Zoom & Streaming

GOVERNMENT
- More virtual hearings & voting
- A.I. Oversight (fraud, waste, abuse)
- Smarter policing & national security
### Government is Coming

<table>
<thead>
<tr>
<th>Category</th>
<th>U.S. States</th>
<th>China</th>
<th>EU</th>
<th>U.S. States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antitrust / Competition</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Privacy Enforcement</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Platform Liability / ContentCtrls</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>New Digital Taxation</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Emerging Tech Regulations</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>(A.I., Facial Recog., Blockchain)</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Encryption Access</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Export / Import Controls</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Anti-Gig Work Rules</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
<tr>
<td>Supply Chain Security</td>
<td>In progress</td>
<td>Very likely</td>
<td>Possible</td>
<td>Unlikely</td>
</tr>
</tbody>
</table>
GLOBALIZATION: NEW WORLD DISORDER

*Post-Deglobalization Paradigms*

**Great Power Rivalry Returns**
- FRENEMIES → ENEMIES
- Competing Alliances
- Competing Technology
- Market Access as a Weapon
- Growing Military Frictions

**Cross-Border Flows Slow**
- REDUCED RATE OF GROWTH IN:
  - DATA
  - GOODS
  - PEOPLE
  - CAPITAL
  - KNOWLEDGE

**Multilateralism Remade**
- NEW MISSIONS, MANDATES, MODELS
- [Organizational Logos]
- NATO

**Trade Economics Disrupted**
- TECHNOLOGY: Automation, 3D printing reduce the need
- NATIONALISM: Industrial policies changing the math
## % Change in Working Age Population, Past & Future 3 Decades

<table>
<thead>
<tr>
<th>Country</th>
<th>1990-2020</th>
<th>2020-2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>29.4</td>
<td>10.1</td>
</tr>
<tr>
<td>China</td>
<td>30</td>
<td>-18.5</td>
</tr>
<tr>
<td>Japan</td>
<td>-13.9</td>
<td>-25.6</td>
</tr>
<tr>
<td>Germany</td>
<td>-2.3</td>
<td>-16.3</td>
</tr>
<tr>
<td>India</td>
<td>82.5</td>
<td>21.1</td>
</tr>
<tr>
<td>UK</td>
<td>13.8</td>
<td>3.5</td>
</tr>
<tr>
<td>France</td>
<td>7.4</td>
<td>-1</td>
</tr>
<tr>
<td>Italy</td>
<td>-5.3</td>
<td>-22.5</td>
</tr>
<tr>
<td>Brazil</td>
<td>-2.7</td>
<td>65.1</td>
</tr>
<tr>
<td>Canada</td>
<td>30.8</td>
<td>7.8</td>
</tr>
</tbody>
</table>

Source: UN World Population Prospects 2017
CULTURE: NEW PSYCHOLOGY, NEW PRIORITIES

BEFORE COVID

EFFICIENCY

G: Fund Stockpiles & Excess Capacity
B: Supply Chain Optionality, Process Redesign
I: Car > Metro; Suburb > City; Prepper-Nation

INTERDEPENDENCE

G: Industrial Base, Migration Limits
B: Less Global, More Vertical Integration
I: Home Cooking, Working, Schooling; DIY

LEVERAGE / RISK

G: More Regulation, Bigger Safety Nets
B: New Liability Risks, Safety Procedures; More Liquidity
I: Rent > Own; Big Employer > Startup

ABUNDANCE

G: Incur Less Debt, Find More Revenue
B: Deeper Reserves, Fewer Dividends/Buybacks
I: Save More, Spend Less, Borrow Less

AFTER COVID

RESILIENCE

SELF-SUFFICIENCY

MARGIN / SAFETY

AUSTERITY
POLITICS: CRISES GROW GOVERNMENT

WWI & Spanish Flu

Great Depression

9/11

Global Financial Crisis

Annual Federal Spending (M)

Annual Federal Spending (M)

Annual Federal Spending (M)

Annual Federal Spending (M)
POLITICS: THE PARTIES ARE REALIGNING

EDUCATION GAP
Voters With College Degrees: Party ID

GENDER GAP
Women: Congressional Control Preference

GEOGRAPHY GAP
Dem share of vote in counties with Whole Foods

RACE GAP
White Men as a Share of House Members

Sources: Pew (Education); WSJ/NBC (gender); Wasserman (Geography);
THE 2020 ELECTIONS

Pandemic Politics
CORE ELECTION DYNAMICS

**PANDEMIC**
Looks Like: “Wartime President”

Feels Like: We’re Losing the War

Net Trump Approval (Handling Pandemic):
-17

**ECONOMY**
The Re-Opener-in-Chief

Better for the Economy (Trump vs Biden):
Trump +6

**TOLERABILITY**
Too Old, Too PC, Too Washington?

Too Divisive, Dangerous & Corrupt?

Dislike both candidates:
2016: Trump +17
2020: Biden +34

Sources: Pandemic (RCP, 7/13); Economy (CNBC, 6/19-22); Dislike (2016 Exits; Monmouth 7/20)
**BATTLE OF THE BRANDS**

**BIDEN’s BRAND RISKS**

1. Uncle Joe → Grampa Joe  
   (seen as too old)

2. Regular Joe → Radical Joe  
   (seen as too PC for moderates)

3. Obama Era Joe → Clinton Era Joe  
   (seen as too moderate for liberals)

4. Patriotic Joe → Partisan Joe  
   (seen as rooting against recovery)

5. No Show for Joe  
   (Fear of Disease + Lack of Enthusiasm + Voting Restrictions depress turnout)

**TRUMP’s BRAND RISKS**

1. Disruptor-in-Chief  
   (seen as unstable in a time of crisis)

2. Divider-in-Chief  
   (seen inflaming divisions, race-baiting)

3. The Pandemic President  
   (seen as failing to manage COVID)

4. Lock Her Up → Throw Him Out  
   (unable to shift focus off himself onto Biden)

5. The Vision Thing  
   (seen as lacking a plan for the future)
### People Are Very Eager to Vote in 2020

2018
Highest U.S. Midterm Voter Turnout Since 1914

2019
Highest “Extremely Enthusiastic” to Vote Ever Recorded (CNN)

### Both Sides See Turnout Opportunities & Risks

Eligible Citizens Who Didn’t Vote in 2016

<table>
<thead>
<tr>
<th>2016</th>
<th>White No College</th>
<th>College White</th>
<th>Non-White</th>
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<tbody>
<tr>
<td>MI</td>
<td>1,564k</td>
<td>412k</td>
<td>643k</td>
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<tr>
<td>MN</td>
<td>786k</td>
<td>211k</td>
<td>259k</td>
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<td>NH</td>
<td>220k</td>
<td>69k</td>
<td>25k</td>
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<td>PA</td>
<td>2,290k</td>
<td>603k</td>
<td>695k</td>
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<td>WI</td>
<td>819k</td>
<td>161k</td>
<td>306k</td>
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<td>AZ</td>
<td>684k</td>
<td>228k</td>
<td>904k</td>
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<tr>
<td>FL</td>
<td>2,565k</td>
<td>719k</td>
<td>2,565k</td>
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<tr>
<td>GA</td>
<td>1,172k</td>
<td>327k</td>
<td>1,303k</td>
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<td>1,105k</td>
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<tr>
<td>TX</td>
<td>2,665k</td>
<td>813k</td>
<td>4,274k</td>
</tr>
</tbody>
</table>

### People Are Very Afraid of COVID, Fraud & Voter Suppression

25% would be uncomfortable voting in person right now (40%D, 6% R)

59% of Americans are not confident in the honesty of U.S. elections

Sources: CNN (2019); Dave Wasserman (2016); NYT (uncomfortable); Gallup (honesty)
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BIDEN ADMINISTRATION</th>
<th>TRUMP ADMINISTRATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration</td>
<td>More; give health care; DACA</td>
<td>Less; no gov’t benefits</td>
</tr>
<tr>
<td>Climate / Energy</td>
<td>Regulate &amp; enforce; Paris Accord</td>
<td>Deregulate</td>
</tr>
<tr>
<td>Gun Control</td>
<td>Gun safety laws &amp; enforcement</td>
<td>No new laws</td>
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<tr>
<td>Labor</td>
<td>PRO Act + $15/hr</td>
<td>Deregulate; Fewer NLRB rules</td>
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<tr>
<td>Policing Reform</td>
<td>Black Lives Matter; Have Feds lead</td>
<td>Blue Lives Matter; Let States lead</td>
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<tr>
<td>Health Care</td>
<td>ACA+ public option; Lower age for Medicare; Lower Rx costs</td>
<td>Kill ACA but says he’ll cover pre-existing conditions; Lower Rx cost</td>
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<tr>
<td>Tax</td>
<td>Repeal Trump cuts for wealthy, corps</td>
<td>Maintain / more cuts</td>
</tr>
<tr>
<td>Finance</td>
<td>Homeowner protection; undo regulatory rollback; enforcement</td>
<td>Relax Dodd-Frank</td>
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<tr>
<td>Foreign Policy</td>
<td>Lead multilateral groups</td>
<td>End old multilateralalism</td>
</tr>
<tr>
<td>Trade</td>
<td>Cut “Fair” deals, TPP; re-shore U.S. supply chains; fewer tariffs</td>
<td>Cut “America First” deals; re-shore U.S. supply chains</td>
</tr>
<tr>
<td>Deficits</td>
<td>+$8.6T from ‘09–’16</td>
<td>+$8.3T from ‘17–’20</td>
</tr>
<tr>
<td>China</td>
<td>Confront with allies</td>
<td>Confront</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>$$$$$ + green incentives</td>
<td>$$$$$</td>
</tr>
<tr>
<td>Antitrust/Big Tech</td>
<td>Restrain “Big Tech” (Antitrust, §230)</td>
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</tr>
</tbody>
</table>
Incumbent Senators Win...

97%  
126/130  
...of races when the Presidential candidate of their party *wins* their state

70%  
37/53  
...of races when the Presidential candidate of their party *loses* their state

Closest 2020 Senate Races by How State Is Leaning in the Presidential Race *(per Cook Report)*

<table>
<thead>
<tr>
<th>Likely+ Dem</th>
<th>Lean Dem</th>
<th>Toss Ups</th>
<th>Lean GOP</th>
<th>Likely+ GOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>ME (Collins)</td>
<td>CO (Gardner) MI (Peters)</td>
<td>AZ (McSally) GA (Open) GA (Loeffler) NC (Tillis)</td>
<td>IA (Ernst)</td>
<td>AL (Jones) MT (Daines)</td>
</tr>
</tbody>
</table>

Sources: Winning %'s (*UVA Center for Politics*); *State leanings* (*Cook Report* July 2020)
GOP SENATE 2022... IF TRUMP RE-ELECTED, HUGE RISKS

GOP Could Be Defending 8 of 10 Closest Trump 2016 States

6th Year Itch?
1986 Reagan lost Senate
2006 Bush lost Senate
2014 Obama lost Senate

Source: 2022 Map from National Journal
# CONGRESS: DON'T WRITE-OFF 2020

## Significant Legislative Tasks Remain

### MUST DO / VERY LIKELY IN 2020

<table>
<thead>
<tr>
<th>Task</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID Recovery Package #5</td>
<td>IN: liability limits, $$$ for families, states+ health system</td>
</tr>
<tr>
<td>FY 2021 Spending Bills/CR</td>
<td>TBD: UI levels, election help, OSHA, airlines, broadband</td>
</tr>
<tr>
<td>FY 2021 Nat’l Defense Authorization Act</td>
<td></td>
</tr>
<tr>
<td>Expiring Authorizations:</td>
<td></td>
</tr>
<tr>
<td>• FISA (expired 3/15)</td>
<td></td>
</tr>
<tr>
<td>• Surface Transportation (expires 9/30)</td>
<td></td>
</tr>
<tr>
<td>• National Flood Insurance (9/30)</td>
<td></td>
</tr>
<tr>
<td>• TANF &amp; CCES programs (11/30)</td>
<td></td>
</tr>
<tr>
<td>• Water Resources Development Act</td>
<td></td>
</tr>
<tr>
<td>• Medicare, Medicaid, Community Health Ctrs &amp; Other Public Health (11/30)</td>
<td></td>
</tr>
<tr>
<td>Sanctions (China, Russia, Venezuela)</td>
<td></td>
</tr>
<tr>
<td>Great American Outdoors Act</td>
<td>(LWCF permanent reauthorization)</td>
</tr>
<tr>
<td>Oversight of Recovery Spending</td>
<td></td>
</tr>
</tbody>
</table>

### MAY DO IN 2020 / LIKELY BY 2021*

<table>
<thead>
<tr>
<th>Task</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1T+ Infrastructure Overhaul</td>
<td></td>
</tr>
<tr>
<td>Policing Reform by ’21 new civil rights agenda (jobs, health, housing, education)</td>
<td></td>
</tr>
<tr>
<td>Tech: Limiting CDA §230; Promoting U.S. semiconductor manufacturing; Supporting 5G broadband deployment; Cyber Solarium recommendations</td>
<td></td>
</tr>
<tr>
<td>HC: Drug Pricing; Surprise Billing; Telehealth expansion; Moving Rx/PPE supply chains to U.S.; Health disparities/social determinants</td>
<td></td>
</tr>
<tr>
<td>Fin: Anti-Money Laundering bill</td>
<td></td>
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<tr>
<td>Trade: Carrots/sticks to re-shore supply chains</td>
<td></td>
</tr>
<tr>
<td>Post-COVID safety net fixes</td>
<td></td>
</tr>
<tr>
<td>Oversight of Recovery Spending</td>
<td></td>
</tr>
</tbody>
</table>

* If Biden wins WH, new agenda & new team = more issues
RECOMMENDATIONS

“Those Who Fail to Learn from History…”
MORE CRISES ARE LIKELY

We Have Been Warned... Will We Be Prepared?

Second Pandemic Wave
- 8 of last 8 major pandemics had 2nd waves including Spanish Flu
- Coinciding with seasonal influenza could overwhelm public health in the Fall disrupting economy, elections, education

Disrupted & Disputed Elections
- Long lines, closed polling locations, fearful voters
- Winner may be unknown for week(s)
- High chance close results are disputed → largest protests in U.S. history

Cyber “Pearl Harbor”
- Cyber crime costs the world $6T per year, is occurring with greater frequency with growing hacking by nations
- Critical U.S. infrastructure remains vulnerable

Catastrophic Infrastructure Failure
- Trillions are needed to promote safety

Climate Cataclysm
- Extreme weather events have occurred with increasing frequency, driven by changing climate
CRISES CATALYZE REFORMS

GILDED AGE

GREAT DEPRESSION

MERS OUTBREAK (S. KOREA, 2015)

- Fast, early, widespread testing
- Universal mask wearing
- Health care system prepared for surges
- Compliance with quarantines
1. TRUST: the Most Important Brand Attribute This Decade
   - You will be judged on what you do to help in 2020… Expect aggressive government oversight, heightened media scrutiny & increasing activist engagement.

2. TECHNOLOGY: Disruptive Innovation Will Accelerate
   - Leverage new opportunities to become more competitive… Build a smarter, more resilient business.

3. GEOPOLITICS: Plan for Ongoing Deglobalization
   - Diversify supply chain optionality and engage local governments… but also lead by example in supporting multilateral institutions aimed at shared challenges.

4. CULTURE: Traditional Washington Gatekeepers Are Losing Power
   - Expand stakeholder outreach, doing more than just writing checks… who will partner on your priorities later because you supported theirs now?

5. POLITICS: Reforms Are Necessary & Inexorable
   - Engage in the messy process of political & policy reforms… populism will continue rising at home & abroad until more people feel “dealt-in”.

HOW LEADERS CAN PREPARE FOR COMING CRISES
Mehlman Castagnetti Rosen & Thomas

is one of the nation’s most innovative government relations firms, offering strategic solutions to companies, trade associations, non-profits, and entrepreneurs that help them succeed in Washington.

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http://www.mehlmancastagnetti.com/

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