NEW SPIRITUALITY
Our search for balance in the 21st century

The Foresight Academy’s research revealed a clear, and let’s face it, highly relatable, desire transcending regions: that of being a whole human being. What does it mean to be a whole or complete human? It’s about connecting with and caring for yourself on multiple levels: physical, mental and emotional, even spiritual. Working out your mind, body and soul. Physical fitness is long accepted as a means to a healthier, happier life, with mental health thankfully getting increasing air time in recent years. Now we see a fresh focus on spirituality, and if we dig a little deeper, it is no surprise why!

We found a myriad of drivers heightening our desire to connect with the soul, including: need for belonging, search for meaning, being out of sync with nature and the earth, tech-driven chaos and anxiety, and a lingering cloud of fear, instability and distrust. Let’s start with belonging. Greater societal enlightenment and acceptance has enabled increasing hyper-individualization – a really positive trend. However, whilst people want to express their individuality, they definitely do not want to be alone. Increasingly hyper-specific tribes and urbanization can lead to loneliness, and we see people gravitating towards groups that enrich the soul and foster belonging.

»People are gravitating towards alternative entry ways to spirituality. We see more book clubs, meditation groups.«
Sandy H., New York

»Younger generations are seeking meaningful work and relationships that fulfil them. Work is seen less as work when it is in an area that you like and on topics you want to contribute to.«
Lisa Yerebakan, St. Gallen

Humans are meaning-seeking individuals. In a chaotic and turbulent climate, we can struggle to find meaning. We want a larger concept to help explain what is going on – a master plan – yes please! We see younger generations turning to work to find meaning, rejecting better paid, more secure jobs for roles in which they see sense and that fulfil them spiritually. Other Trend Receivers expressed the need for their jobs and relationships to support their lives holistically – not just financially.
ENLIGHTENMENT 2.0

There is also a feeling of being out of touch with nature and the earth, living in a permanent state of notification anxiety – surely this is not how we were meant to live? Slowing down, touching the bark of a tree, appreciating and connecting with mother earth is a route to embracing spirituality. On the other hand we are also curious creatures, and embrace technology as a route to revealing the unknown about ourselves! More and more we will see A.I. enabled services aimed at discovering unknown insights about ourselves.

And naturally, there is a heightened state of fear globally. Political instability and human suffering – exacerbated by the COVID-19 pandemic – mean people don’t know who to trust, where to seek their information. We are faced with mortality every time we turn on the news. So, we see people increasingly turning to religious figures, older, wise community members as a voice of reason to comfort them. Where we have a trend we see expression in society – in fashion, graphic design, services. Crystals and earthy paint colors abound. We see new spirituality reflected in monastery retreats popping up, even the discourse used in group exercise classes, such as soul cycle. Spirituality is certainly experiencing a new revival. And what would make more sense than seeking to be a whole human? It’s about time! •

»It is hard to agree on the obvious; our relationship to the truth, to reality. Currently, it is less about facts and more about faith, wishes, values.«

Birane Diagne, London/Frankfurt