

# OBSERVATIONS IN A TURBULENT MARKET



KRISTEN THOMASINO

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**2025: A Year in Focus**

*Analysis, Opportunities, and the Road Ahead*

By Kristen Thomasino

Thomasino Media

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### A Note from the Author

Welcome.

This book is a culmination of my lived experience as a data scientist, media producer, health advocate, entrepreneur, and most importantly—an observer. I’ve spent the past few years traveling across the United States, contemplating systems to help people heal, scale, and thrive in a rapidly changing world.

From conversations with business leaders and community organizers to deep dives into technology trends and economic forecasts, I've seen one consistent truth:

We are in a turbulent market—but that doesn’t mean we’re powerless. It means we’re being invited to adapt and lead.

This book was created not just to inform you, but to equip and inspire you. Inside, you'll find patterns, insights, tools, and reflections that I hope will guide you as you navigate your own 2025 journey—whether you’re building a company, working within a system, or charting your own unique path.

Let’s be clear: the challenges are real. But so is the opportunity to shape what comes next.

Let’s do that together—with intention, strategy, and care.

With hope and fire,

**Kristen Thomasino**

*Founder of The Social Good Experiment & Buddytown Consulting*

*Editor-in-Chief, The Social Good News*

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# Chapter 1: The State of the World in 2025

2025 arrived with a sense of cautious optimism. After years of pandemic-induced shifts, economic turbulence, and rapid innovation, humanity stands at the intersection of resilience and reinvention. This chapter sets the stage, offering a snapshot of global conditions and emerging dynamics influencing how we work, live, and grow.

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## Global Economic Indicators: The Balancing Act

The global economy in 2025 is characterized by measured recovery and strategic caution. Central banks across the world have slowly pulled back from the aggressive interest rate hikes of previous years. Inflation remains a priority, but the panic has softened.

Global GDP growth hovers around 3.2%, with developing nations like India, Indonesia, and parts of Africa outpacing developed economies.

U.S. economy is showing modest growth at 2.1% after stabilizing inflation.

China's economic policy has shifted toward domestic consumption and high-tech manufacturing over real estate development.

Energy prices have seen relative stability due to diversification and investment in renewables.

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# The Workforce: Hybrid, Automated, and Evolving

Workplace culture continues its evolution.

The pandemic unlocked a permanent shift in perception about where and how work should be done. Now, in 2025:

- Over 40% of the global white-collar workforce operates in some form of hybrid or remote model.
- AI-powered automation tools are managing tasks ranging from customer service to data analysis, eliminating some jobs but also creating new technical and oversight roles.
- Workforce upskilling and reskilling are vital, with digital literacy programs gaining government backing in many countries.

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## Technology's Role: Everywhere and Invisible

From healthcare to entertainment, AI, IoT, and quantum computing continue to redefine the rules of the game.

- Artificial Intelligence has matured into core infrastructure, with embedded copilots assisting in healthcare diagnostics, legal review, and financial advising.
- 5G and satellite networks have closed connectivity gaps, especially in rural and emerging regions.

- Digital twins, virtual reality, and blockchain are becoming more commonplace in industry and education sectors.
  - But the digital boom also brings serious questions: data ownership, surveillance ethics, and misinformation remain central global concerns.
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## Climate and Environment: Waking Up to Urgency

2025 has seen several extreme weather events — from flash droughts in the U.S. Midwest to devastating cyclones in Southeast Asia. But there's also movement:

- Carbon credit markets are maturing and now include verified, transparent data through blockchain.
- Corporate sustainability mandates are no longer optional. Investors and consumers demand action.
- Green building, circular economy models, and regenerative agriculture are finally receiving mainstream funding.

## Geopolitical Tensions and Global Alignment

From the Red Sea shipping disruptions to the continued tech sovereignty battles between the U.S., China, and the EU, 2025 remains complex geopolitically.

However, new global cooperation on AI ethics, digital health records, and renewable energy projects shows hope that shared interests can override adversarial positions — at least in key areas.

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## Mental Health and the Human Experience

Perhaps one of the most critical themes in 2025 is well-being. The invisible scars of the last half-decade have made mental health a cornerstone of public policy and private innovation.

- Telehealth is fully normalized.
- Schools and workplaces embed mindfulness and psychological safety protocols.
- Behavioral health apps are regulated for quality and often reimbursed by insurers.

As global citizens seek not just recovery but wholeness, this trend will shape healthcare, consumer products, media, and even urban design.

## Conclusion: What This Means for You

In short, 2025 is not the storm—but the clearing after it. There is still fog, but now there are pathways, maps, and momentum.

As we dive into this book, keep asking:

- Where are the gaps in your knowledge or preparation?
- What systems are shifting around you?
- How can you turn this moment into a movement?

Let's break it down sector by sector in the next chapters.

## Chapter 2: U.S. Market Overview – Stabilizing in a New Reality

As 2025 unfolds, the United States economy continues to stabilize from years of disruption. From the COVID-19 pandemic to inflation surges and interest rate hikes, businesses and consumers alike are adapting to a reshaped economic landscape. This chapter breaks down the key sectors of the U.S. market and the forces shaping them.

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### Inflation, Interest Rates, and Consumer Behavior

The Federal Reserve's tightrope walk between curbing inflation and avoiding recession has defined much of the post-2020 economy. In 2025:

- Inflation has dropped closer to the target 2% range, giving households some relief.
- Interest rates remain higher than pre-pandemic levels but have plateaued, allowing businesses to plan with more certainty.
- Consumers have adjusted their habits — favoring value-based purchases, private-label goods, and secondhand markets.
- Savings rates are up, driven by caution and financial literacy growth among millennials and Gen Z.

## Housing and Construction: Cautious Optimism

While affordability remains a challenge, several dynamics are shaping the sector:

- High mortgage rates continue to dampen homebuying, especially among first-time buyers.
- Multifamily development is expanding in urban and suburban nodes with transit access and fiber internet.
- Adaptive reuse of commercial spaces — particularly malls and office buildings — is on the rise.
- Green construction, prefabricated homes, and build-to-rent models are all gaining traction in this year's market.

Top growth cities: Austin, Charlotte, Tampa, and Salt Lake City lead for population growth and residential investment.

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## Retail: Rebalancing Experiences and Essentials

Retail in 2025 is a hybrid world of digital convenience and physical experience:

- E-commerce maintains dominance but has slowed its explosive growth.
- In-person retail has shifted toward experience-first models — think product demos, health assessments, or maker spaces inside stores.
- AI-powered shopping assistants personalize online journeys and streamline purchases.
- Consumers reward brands for transparency, sustainability, and community investment.

Retailers investing in omnichannel engagement, localization, and supply chain resilience are winning in this market.

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## Healthcare: Tech-Enabled, Patient-Focused

Healthcare is one of the most disrupted and transformed sectors in the U.S. right now:

- Behavioral health continues to lead funding and product innovation.
- AI diagnostic tools assist doctors in identifying complex conditions like autoimmune disease and rare cancers.
- Home-based care and remote monitoring devices are rapidly scaling.

Healthcare consumerism is growing — people want pricing transparency, easy scheduling, and self-service portals.

The push for value-based care is stronger than ever. Platforms like The Social Good Experiment are offering new ways to engage people in daily wellness behaviors.



## Technology and AI: The Growth Engine

The U.S. tech sector remains a critical driver of economic value in 2025:

- AI and machine learning are embedded into every major industry — finance, logistics, HR, creative services, and even agriculture.
- Cybersecurity spending is at record highs due to rising threats and compliance mandates.
- Digital infrastructure — including 5G expansion, data centers, and smart city projects — is seeing both public and private investment.

Key question for leaders: How are you integrating AI ethically, securely, and in ways that increase both efficiency and employee satisfaction?

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## Labor Market: Rebalancing Talent and Technology

Despite fears of mass layoffs from automation, the 2025 labor market is nuanced:

- Tech talent remains in high demand, especially for AI, cybersecurity, and DevOps roles.
- Trades and skilled labor shortages are worsening — driving up wages in construction, plumbing, HVAC, and manufacturing.
- Fractional work is booming. Professionals are building careers across multiple projects or businesses rather than full-time roles.
- Workforce participation has increased among older adults, driven by need and better health.

Companies are responding by investing in training programs, AI-human hybrid workflows, and employee well-being initiatives.

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## Conclusion: The U.S. Market in Motion

America's economic engine is still humming — just with a different rhythm. Resilience, innovation, and strategic adaptation are the watchwords for 2025.

As a reader and decision-maker, consider:

- Where is your business or personal portfolio vulnerable to the shifts outlined above?
- How are you aligning your goals with emerging trends?
- What tools, data, or partnerships do you need to stay competitive?

In Chapter 3, we'll explore the mindset of the modern investor and how financial strategies are adapting in this turbulent but opportunity-rich environment.

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## Chapter 3: The Investor Mindset in 2025

As market volatility continues to define the global economy, investors in 2025 are shifting their strategies. A growing emphasis on sustainability, resilience, and future-proofing is leading to new opportunities, risk assessments, and financial philosophies.

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### Safe Bets vs. Risky Plays

Investors are reevaluating traditional portfolio allocations.

- **Blue-chip stocks** and **dividend-yielding assets** are once again in favor due to their perceived safety.
  - **Real Estate Investment Trusts (REITs)** focused on logistics, healthcare, and multifamily housing are gaining traction.
  - **Growth stocks**, especially in AI, clean tech, and biotech, offer high potential but require careful timing and understanding of regulation and timing cycles.
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### Investing for Positive Outcomes

Investor criteria for specifics about how to create multiple positive outcomes are no longer fringe — they are now standard expectations in portfolio evaluation.

- Institutional investors are pressuring companies for **sustainability milestones** and **supply chain accountability**.
  - **Impact funds** are delivering competitive returns, proving that doing good can align with profitability.
  - Areas like **water security**, **climate adaptation**, and **community economic development** are increasingly viewed as essential long-term value drivers.
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## Alternative Assets

The appetite for non-traditional investments continues to grow.

- **Cryptocurrencies** and **blockchain-based assets** remain volatile but are still popular with certain investor segments seeking high-risk, high-reward opportunities.
  - **Art, collectibles**, and **fractional ownership** in luxury assets such as cars and vacation properties are trending.
  - **Private equity and venture capital** focus increasingly on mission-driven startups with scalable, tech-enabled models.
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## Globalization vs. Local Reinvestment

There's a growing divide between **global** and **hyper-local** investment philosophies.

- Some investors are pulling back from international exposure due to **geopolitical risk** and **currency instability**.
  - Others are leaning into **emerging markets** in Asia and Africa, betting on population growth and technology adoption.
  - Meanwhile, movements to **"invest local"** are gaining traction — including small business bonds, local co-ops, and regenerative agriculture funding.
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## Investor Psychology: Navigating Uncertainty

Investors in 2025 are not just numbers-driven. They are emotionally aware, shaped by the economic and psychological trauma of recent years.

- **Mental health, financial literacy**, and **values alignment** are becoming core to investor decision-making.
  - Platforms that offer **transparent data, clear scores on value**, and **custom dashboards** are winning users and capital.
  - **Gen Z and Millennials** are becoming a dominant wealth force, seeking meaning and control in how and where they invest.
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## Conclusion: Invest with Vision

To thrive in 2025, investors must think beyond spreadsheets. **Values, vision, and verified data** form the new triple bottom line.

This evolution in the investor mindset means that **entrepreneurs, fund managers, and platform creators** must align their pitches with **measurable impact, credible outcomes, and authentic storytelling** that speaks to both heart and mind.

## Chapter 4: Top Opportunities in 2025

While 2025 presents no shortage of challenges, it also reveals dynamic openings for entrepreneurs, investors, and change-makers. Across multiple industries, innovation, regulation, and consumer behavior are converging to define new frontiers. This chapter highlights the top sectors poised for growth and transformation this year.

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### Climate Tech & Renewables

Climate solutions are no longer optional. Governments and private markets are funding innovations at record levels.

Battery storage, solar, wind, and green hydrogen are attracting massive infrastructure capital.

Carbon capture and climate risk modeling tools are in demand for insurance, agriculture, and logistics.

Consumer-facing brands that build carbon transparency and offset features directly into their platforms are rising fast.

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### AI & Automation Services

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Artificial intelligence is no longer a future concept — it is an everyday operating system.

B2B SaaS tools that embed AI for forecasting, task automation, content creation, and customer service are becoming mission-critical.

AI-powered health tech, legal tech, and fintech platforms are outperforming legacy providers.

There's high demand for ethical oversight tools and explainable AI services that ensure compliance and build trust.

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## Behavioral Health & Wellness

The wellness industry is growing with a strong focus on mental, emotional, and preventative care.

Digital therapeutics, teletherapy, and guided meditation apps are being integrated into corporate benefits.

Platforms offering real-time stress management and resilience training are being adopted by schools and workplaces.

Brands rooted in empathy, transparency, and inclusion are winning market share.

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## B2B Payment Automation

The transformation of financial operations continues.

Payment automation software is helping businesses reduce fraud, speed up vendor payments, and earn rebates.

Fintech platforms that integrate with ERPs, automate reconciliation, and offer analytics are in high demand.

Cross-border B2B payments and digital wallet solutions are evolving to meet global workforce needs.

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## Smart Infrastructure & Housing

Housing and infrastructure are transforming under pressure from affordability, sustainability, and technology.

Modular, prefabricated housing and 3D-printed construction are emerging as fast, affordable alternatives.

Smart cities and IoT-enabled infrastructure are drawing investments from real estate developers and municipal governments.

Platforms that connect planning, zoning, and permitting processes are streamlining real estate development.

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## Education Reimagined

The education sector is ripe for reinvention, especially in digital-first and skills-based formats.

Microcredentials, AI tutors, and AR/VR-enhanced learning tools are seeing adoption in both K–12 and higher ed.

Corporate learning platforms are expanding to help employees reskill on demand.

Students and parents are demanding transparency, affordability, and real-world outcomes.

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## Agriculture & Food Tech

Food innovation is attracting investment as global populations demand secure, sustainable solutions.

Vertical farming and controlled-environment agriculture are being deployed in urban and climate-challenged areas.

Alternative proteins, including lab-grown meat and insect-based products, are gaining traction.

Farm-to-fork traceability platforms are enabling transparency and better consumer decision-making.

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## Conclusion: Strategic Focus

In 2025, those who can anticipate human needs and deliver frictionless, tech-enhanced solutions will lead. These sectors aren't just trends — they are transitions into new paradigms.

Business leaders and investors who move early and build trust in these spaces will be the architects of the post-disruption economy.

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## Chapter 5: Challenges Ahead

While 2025 is a year of transition and opportunity, it's also a year marked by underlying tension. New systems are replacing old ones, but not without disruption. Entrepreneurs, investors, and policymakers must contend with a host of challenges that could slow progress or introduce new forms of risk.

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### 1. Misinformation & Digital Manipulation

In the age of AI-generated content, misinformation is harder than ever to detect.

- **Synthetic media**, deepfakes, and AI-assisted propaganda can sway public opinion or disrupt elections.
  - Trust in institutions is declining as people question what is real.
  - Platforms must invest in **content verification**, **context tools**, and **user education** to combat this rising threat.
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### 2. Access Gaps

As innovation accelerates, so do disparities between those who can access technology and those left behind.

- Digital tools can improve healthcare, finance, and education—but only for those with connectivity, literacy, and trust.
  - Rural areas, elderly populations, and low-income communities face **systemic exclusion** from digital infrastructure.
  - Solutions must embed **onboarding**, and **offline pathways** into their design.
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### 3. Ethical and Regulatory AI Oversight

AI has entered every domain—from hiring to health—but regulation is still catching up.

- Bias in algorithms can perpetuate discrimination at scale.
- Lack of transparency erodes public trust in AI decisions.
- Policymakers are exploring **AI bills of rights**, **audit standards**, and **cross-border cooperation**—but progress is uneven.

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## 4. Healthcare Burden of an Aging Population

The U.S. and many developed nations face a demographic shift.

- By 2030, over 20% of Americans will be age 65+, creating strain on **Medicare, home care, and retirement systems**.
- Chronic illness, mobility support, and mental health are major concerns.
- We need new models for **preventative care, aging-in-place tech, and intergenerational caregiving support**.

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## 5. Real Estate Market Imbalance

Supply still doesn't meet demand in housing—especially affordable and workforce housing.

- High interest rates and construction costs slow new development.
- Urban exodus and suburban sprawl create planning challenges.
- Zoning reform, **modular building**, and **public-private partnerships** will be essential to correct this imbalance.

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## 6. Climate Resilience and Disaster Recovery

Extreme weather continues to test global readiness.

- Hurricanes, floods, wildfires, and droughts are intensifying.
- Many communities lack **early warning systems, insurance, or resilient infrastructure**.
- Investments in **climate adaptation, disaster tech, and emergency response networks** are essential.

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## 7. Workforce Transition and Automation Anxiety

Automation is increasing productivity—but also displacing traditional jobs.

- Many workers fear being replaced without retraining opportunities.
- Employers need to offer **reskilling, upskilling, and hybrid job models**.

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- Society must redefine how we value work, contribution, and economic participation in the AI age.

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## Conclusion: Challenges Are Gateways

The trials of 2025 are not obstacles to avoid—they are invitations to build better systems.

Every challenge signals a gap that leaders, technologists, and communities can address with boldness, compassion, and innovation. Those who embrace these issues as frontiers, not threats, will shape the resilient future we all deserve.

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## Chapter 6: A Framework for Action

### *From Observation to Implementation*

In a world evolving as fast as ours in 2025, it's not enough to understand trends — we must convert awareness into strategy. Whether you're a professional, investor, policymaker, educator, or entrepreneur, a framework for action is essential to navigate change with confidence and intention.

This chapter outlines a practical approach to move from insight to impact, using the observations from earlier chapters as a springboard.

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### Step 1: Clarify Your Mission

Everything starts with purpose. Define your "why" with specificity:

- What problem are you passionate about solving?
- Whose lives are you improving?
- Where does your mission intersect with current market trends?

**Tip:** Use tools like mission canvases, problem trees, or journaling to refine your focus.

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### Step 2: Audit Your Resources

Before you leap, assess what's in your hands today:

- Skills and knowledge
- Relationships and networks
- Tools, capital, and platforms
- Time and energy allocation

**Action:** Build a personal or organizational “asset map” to know what you're working with — and where you'll need reinforcements.

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## Step 3: Track Signals in Your Sector

Stay aware of how your industry is changing:

- Follow **regulatory updates**, **startup launches**, and **tech breakthroughs**
- Monitor **consumer sentiment** and **workforce shifts**
- Use **AI-powered dashboards**, **news digests**, or **industry Slack groups** to stay informed

**Remember:** Those who spot change early can position themselves before competitors even notice it.

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## Step 4: Align with Value-Driven Models

In 2025, profits and principles must work together. Choose frameworks that serve both:

- **Triple Bottom Line:** People, Planet, Profit
- **Conscious Capitalism**
- **B Corp standards** or **ESG reporting**

**Ask:** Does your model support sustainability, building wealth, and community growth?

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## Step 5: Pilot, Test, Iterate

Don't aim for perfection—aim for progress.

- Launch a **minimum viable project** or pilot
- Collect **feedback early and often**
- Use data to evolve, not just validate

**Approach:** Think like a scientist. Test hypotheses and build agility into your process.

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## Step 6: Build Collaborative Ecosystems

You can't scale alone.

- Identify allies, mentors, and peers
- Join accelerators, forums, or digital communities

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- Co-create with your audience — invite their ideas, critiques, and energy

**Insight:** Community-driven solutions have the staying power that top-down strategies often lack.

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## Step 7: Measure What Matters

Progress is only visible if it's tracked.

- Choose key performance indicators (KPIs) that reflect impact, not just revenue
- Blend **quantitative** (sales, reach, retention) with **qualitative** (user stories, culture shifts)
- Build review cycles into your calendar

**Pro tip:** Automate reporting when possible, and visualize your metrics for clarity.

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## Step 8: Stay Grounded and Adaptive

Change is accelerating. Resilience isn't just about pushing forward—it's about knowing when to **pivot, pause, or partner**.

- Revisit your mission quarterly
- Celebrate milestones, no matter how small
- Create time for rest, reflection, and perspective-building

**Wisdom:** The best frameworks don't box you in—they expand your capacity.

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## Conclusion: Design Your Next Moves

This framework isn't just for large organizations. It's for the solopreneur, the student activist, the local business owner, the nonprofit innovator, and the corporate intrapreneur.

Action isn't about doing everything—it's about doing the right things, consistently, with the tools and people who amplify your purpose.

In Chapter 7, I'll share some of my personal observations, wins, and hard-earned lessons gathered through travel, community research, and leading *The Social Good Experiment* development.

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## Chapter 7: Kristen's Observations & Predictions

### *From the Ground to the Global Stage*

Over the past several years, I've been fortunate to travel across the United States and collaborate with brilliant minds—from educators and technologists to community organizers and healthcare workers. Through my work with *The Social Good Experiment*, Thomasino Media, and Buddytown, I've had a front-row seat to how real people are adapting, healing, and building.

This chapter shares the recurring patterns, promising signals, and personal insights I've gathered along the way.

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### 1. People Are Tired—but They're Not Giving Up

Across every demographic, there's a shared fatigue—from economic pressures to mental burnout. But I've also witnessed resilience in action.

- Parents rebuilding after loss or divorce
- Veterans turning trauma into community service
- Patients turning pain into purpose
- Students inventing new ways to engage in activism, art, and business

**Insight:** Our systems may be strained, but the human spirit is still strong—and still innovating.

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### 2. Youth Are Leading in Unexpected Ways

Gen Z isn't waiting to be invited—they're creating platforms, content, movements, and even companies that reshape how we think about leadership.

- They care deeply about mental health, climate events, building wealth, and tech ethics
- They demand transparency and authenticity
- They are digital-native but crave in-person connection too

**Warning:** Institutions that dismiss their urgency will be left behind.

### 3. Rural America Is Still Undervalued

In small towns across the country, I've found powerful examples of resilience, collaboration, and quiet innovation.

- Local leaders using data to improve food access and transportation
- Young families returning to the land with regenerative agriculture
- Entrepreneurs revitalizing Main Street with ecommerce and maker spaces

**Note:** National strategy must reconnect with rural regions—not as charity, but as strategic opportunity.

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### 4. Community Health Is a Cross-Sector Issue

Healing doesn't happen in hospitals alone. It's shaped by:

- Access to clean air, water, and food
- Safe spaces to live, walk, and connect
- Trusted information and digital literacy
- Integrated care that includes behavioral health

**Trend:** The best solutions are **interdisciplinary**, combining social work, tech, education, and local leadership.

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### 5. People Want to Be Seen

So many people I've interviewed—from business owners to veterans to youth—just want acknowledgment. They want to know their story matters.

That's why we created *The Social Good Magazine Show*, *The Social Good News*, and *Social Good Conferences* to give space to unheard voices.

**Takeaway:** Platforms that elevate real human experience—especially across culture, age, and ability—will shape the next wave of influence.

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## 6. Predictions for the Next 3–5 Years

- **Behavior tracking apps** with ethical AI will drive personalized care, productivity, and even civic engagement
- **Local data hubs** will emerge to support decision-making at the community level
- **Social enterprises** will outpace traditional nonprofits in growth
- **AI fluency** will be essential across industries, even in

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## Chapter 8: What You Can Do Next

### *Turning Insight into Impact*

You've made it through a sweeping exploration of where we are in 2025—from global trends and sector-specific opportunities to personal reflections and community movements. But the most important part is still ahead: what *you* choose to do with this information.

Whether you're a student, executive, artist, activist, or entrepreneur, you have agency. This chapter provides concrete steps, guiding prompts, and tools to help you act with intention.

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### Top 10 Things You Can Start Today

- 1. Write Your 2025 Mission Statement**  
Define your purpose in one paragraph. Why do you want to lead, build, or advocate right now?
  - 2. Choose One Sector to Learn More About**  
Whether it's AI, climate tech, behavioral health, or education, go deeper. Subscribe to one newsletter. Follow one expert. Watch one documentary.
  - 3. Build a Monthly Learning Habit**  
Create a playlist of podcasts, articles, and books aligned to your mission. Make learning part of your routine.
  - 4. Identify 3 Allies**  
Reach out to mentors, collaborators, or friends who share your vision. Community is fuel.
  - 5. Do a Digital Audit**  
Clean up your digital footprint. Update your LinkedIn. Archive old projects. Make your mission findable.
  - 6. Test a Small Idea**  
Launch a blog post. Host a workshop. Build a landing page. Share a prototype. Don't wait for perfect.
  - 7. Join a Network or Movement**  
Local or global. Online or in-person. Get in the room where things are happening.
  - 8. Support a Cause with Resources**  
Give your time, money, platform, or expertise to an effort you believe in.
  - 9. Create a "Vision Document"**  
Where do you want to be in 3 years? What does success look like? Sketch it out.
  - 10. Celebrate One Win Every Week**  
Even small progress deserves recognition. Keep momentum alive with celebration.
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## Tool: Your 2025 Opportunity Map

Create a simple matrix with these headers:

- **What I Know**
- **What I Want to Learn**
- **Who Can Help**
- **What I Will Do This Month**

Fill it out and review monthly. This simple tool can help track your evolution across the year.

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## Guided Prompts for Personal Reflection

- What problems have I experienced that I now feel equipped to solve?
  - What do I see in my community that others might overlook?
  - What kind of impact would make me feel fulfilled, even if it's not "famous"?
  - How do I want people to describe my contribution at the end of 2025?
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## Final Words: Progress Over Perfection

You don't need to have everything figured out to make a difference. The world is full of partial solutions and imperfect starts that evolved into meaningful change.

Start where you are. Use what you have. Build what's needed.

And remember, the future isn't just something we enter — it's something we co-create.

Let's make 2025 the year we acted with courage, clarity, and collective purpose.

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## Sources & References

For “2025: A Year in Focus – Analysis, Opportunities, and the Road Ahead”

By Kristen Thomasino

This work is a synthesis of insights derived with AI from diverse, credible sources across multiple industries, combined with original research and lived experience. Below are key resources that informed the analysis in this publication:

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## Economic & Market Data

World Bank Global Economic Prospects 2024–2025

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U.S. Bureau of Economic Analysis (BEA)

U.S. Federal Reserve Economic Data (FRED)

Observations in a Turbulent Market      Kristen Thomasino

“2025: A Year in Focus – Analysis, Opportunities, and the Road Ahead”



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PwC – “AI Predictions 2025”

Deloitte Insights – “Tech Trends 2025”

Gartner Reports – Emerging Technology and Automation Trends

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## Healthcare & Wellness

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National Institutes of Health (NIH)

World Health Organization (WHO) – Behavioral and Digital Health Reports

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“2025: A Year in Focus – Analysis, Opportunities, and the Road Ahead”

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Rocky Mountain Institute (RMI) – Clean energy transition data

National Oceanic and Atmospheric Administration (NOAA) – Climate Risk Reports

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World Economic Forum – Future of Jobs Report

EdTech Magazine – “Learning in the AI Age”

Brookings Institution – Labor and Learning Trends

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Social Good & Behavioral Trends

Gallup Global Polls

Pew Research Center – Generational Insights and Civic Attitudes

Thomasino Media field research, interviews, and community listening sessions (2021–2025)

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Observations in a Turbulent Market      Kristen Thomasino

“2025: A Year in Focus – Analysis, Opportunities, and the Road Ahead”

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Thank You

Thank you for reading this work and investing your time in the future of our world.

If this book sparked an idea, gave you clarity, or motivated you to take action—then it has served its purpose. This is not the end. It’s the beginning of what we can build together.

Let’s stay connected. Share your journey, your insights, and your observations.

Together, we can continue shaping a more intelligent, compassionate, and sustainable future.

With gratitude,

Kristen Thomasino

Global Social Good Technologist

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Creator of The Social Good Experiment

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Social Good Community: [www.socialgoodmovement.com](http://www.socialgoodmovement.com)

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#### Disclaimer

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# Turbulent times call for a fresh perspective.

*In 2025: A Year in Focus – Analysis, Opportunities, and the Road Ahead*, Kristen Thomasino explores the significant trends, emerging opportunities, and pressing challenges shaping our world in a pivotal year.

## **Key Insights Include:**

- The state of the global economy and investment landscape
- Sectors poised for growth and innovation
- Frameworks for taking action and driving impact

## **KRISTEN THOMASINO**

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