

The logo for PIXL, featuring the word "PIXL" in a bold, white, sans-serif font. The letter "i" is lowercase and has a small orange dot above it. The background is a solid orange color with decorative circular patterns: a dotted circle in the top left, a solid circle in the top right, and a striped circle in the bottom right.

# Looking Out to Change Within:

The things we need to know that no one is telling us.

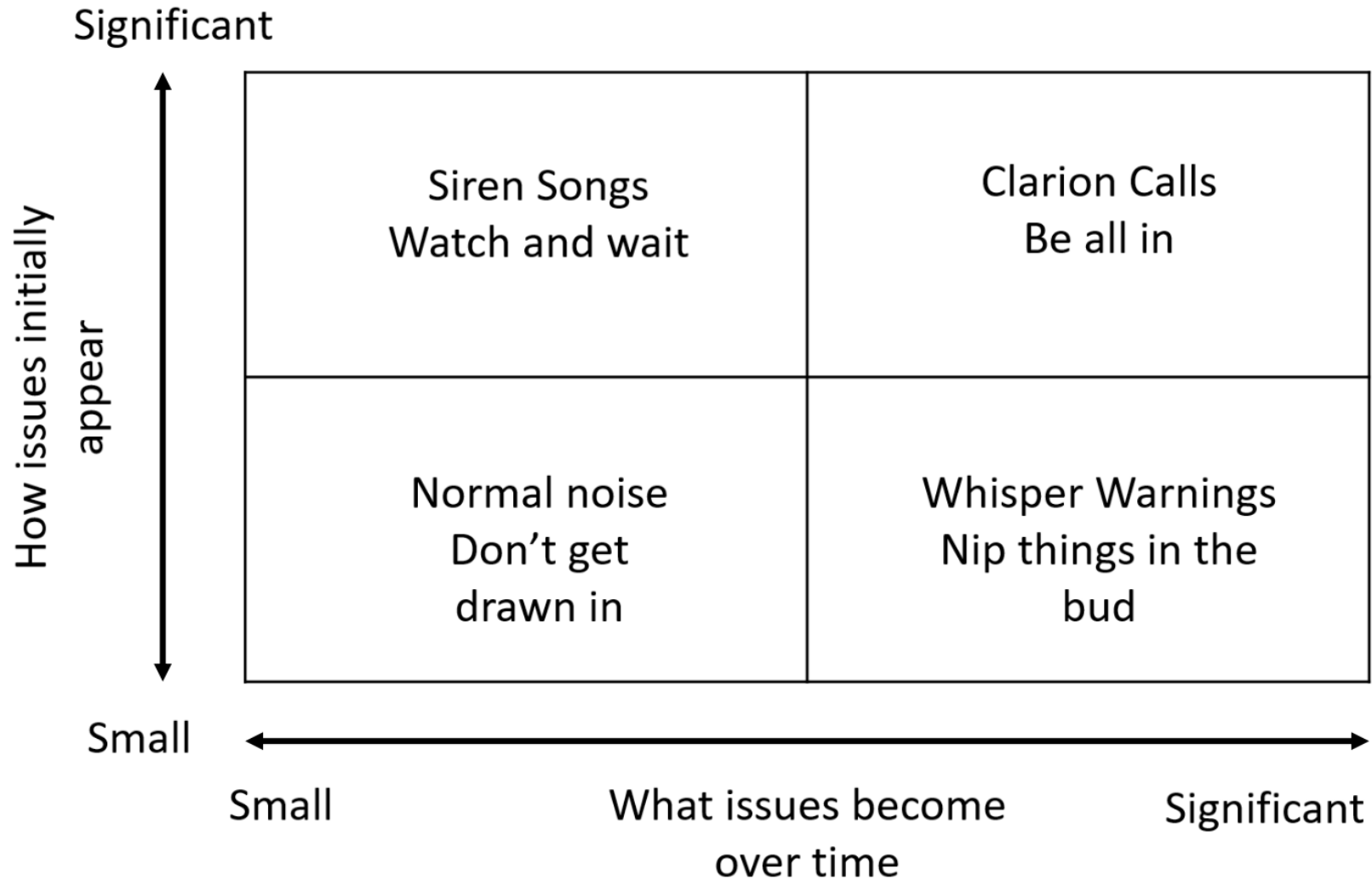
Rachel Johnson

IGNITING LEADERS, CHANGING LIVES

"You've been out partying all night, again, haven't you?"



**PIXL**



Taken from 'Box Clever', Rachel Johnson

# What is happening out there?

- 1) Cognitive crossroads
- 2) New belief systems
- 3) Strategic spending
- 4) Lifemaxxing

Source: The Foresight Factory: The Adaptation Advantage

# 1. Cognitive crossroads

# What about AI?

The 4 Ds of automation:

- DIRTY
- DULL
- *DANGEROUS*
- *DIVERSE*

**Ayanna Howard** - American roboticist, entrepreneur. Dean of the College of Engineering at Ohio State University.

**What is the role of your humans?**

**What can only WE do?**



KING KENNY

BACK ON OUR PERH

LUIS DIAZ

WALK ON WALK ON  
LIVERPOOL FC  
YOU'LL NEVER

LIVERPOOL

LIVERPOOL FC

LIVERPOOL  
GIVE CHAMP

THIS IS ANFIELD

LIVE FOOT

Carlsberg

standard  
charities

# Anti-mattering (Gordon Flett)

## Consequences:

- Drifting
- Social health crisis
- Counterfeit forms
- Playing out
- Under-perform



“Humans are driven by two fundamental needs and two primal fears: the need **to feel valued** and the need **to add value**, and the fear of being devalued and the fear of being helpless”.

Isaac Prilleltensky

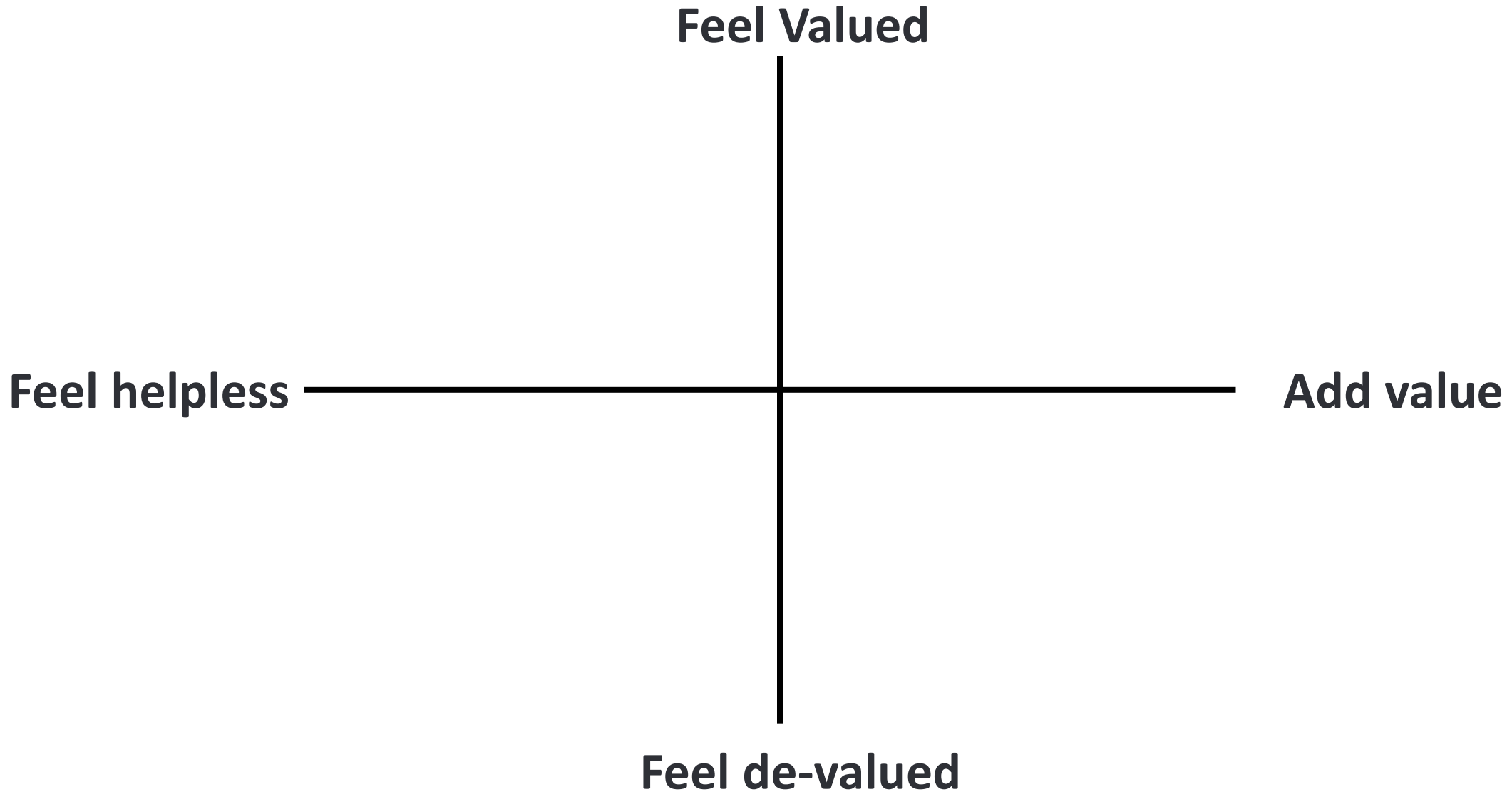
# The Mattering Core

1. Recognition
2. Reliance
3. Importance
4. Ego-Extension
5. Attunement

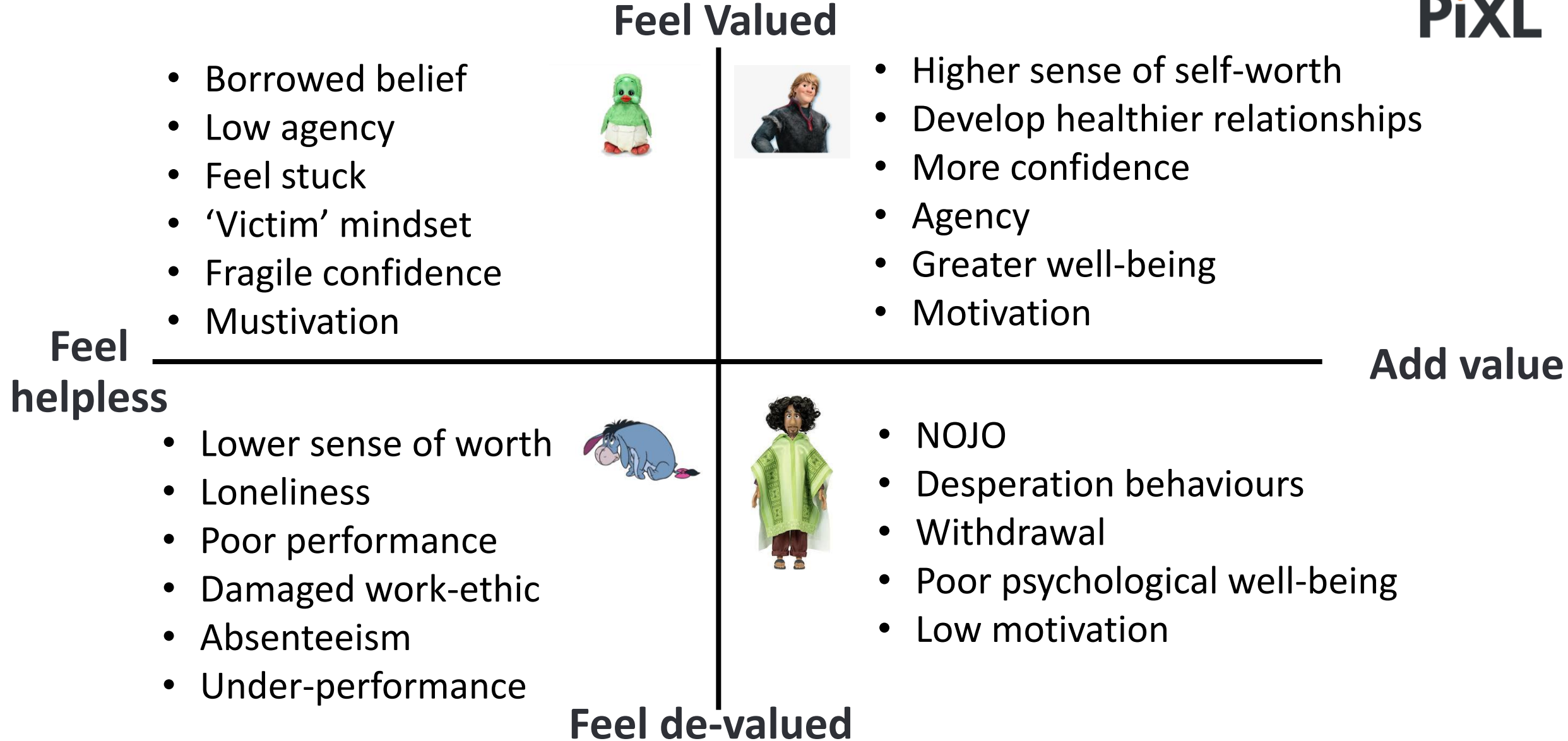
*Mattering*, Jennifer Breheny Wallace, William Collins Books (2026)

# The Mattering Matrix

Rachel Johnson



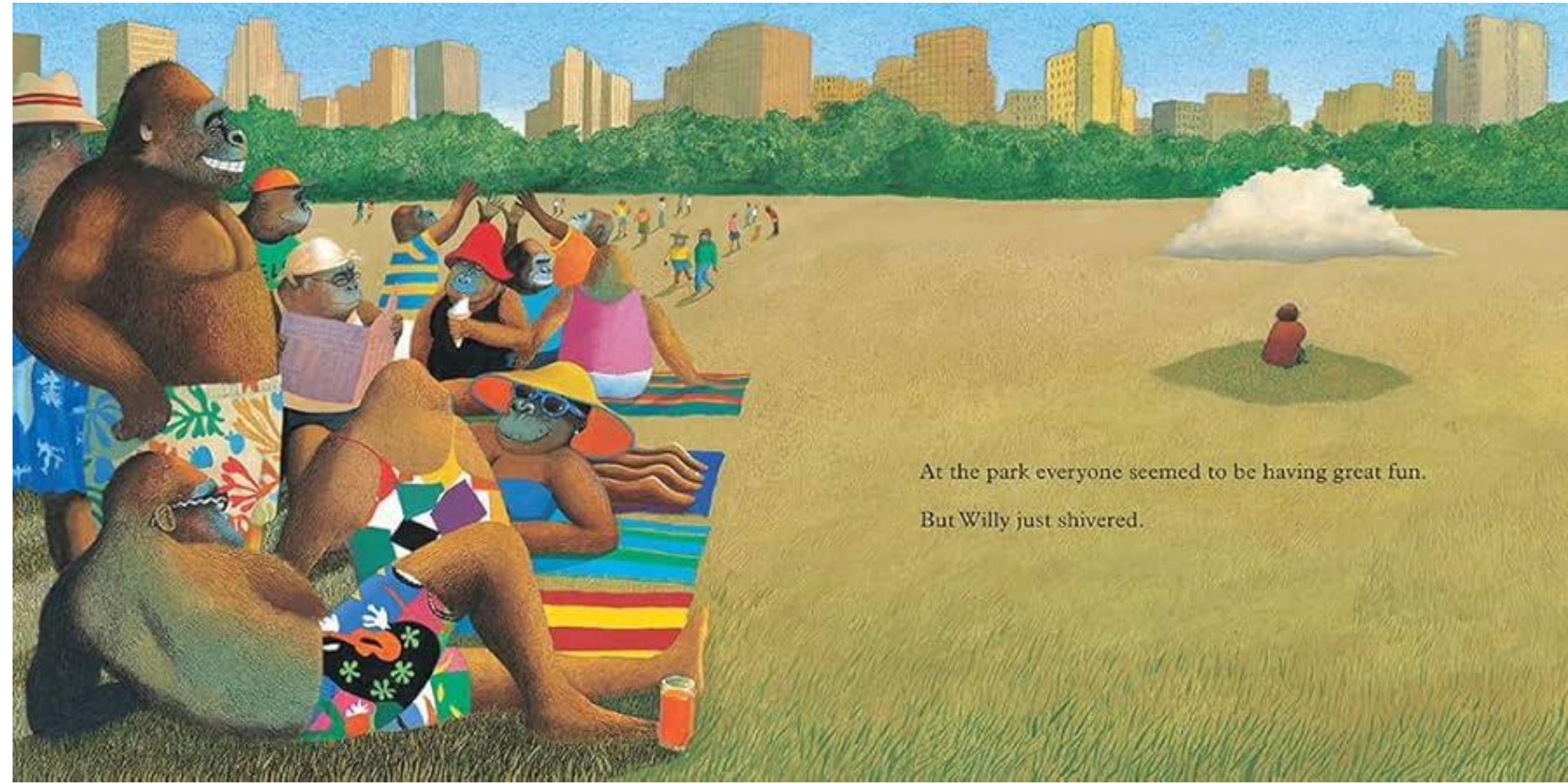
# What we SEE



## 2. New belief systems

# Different generation, different views?

- Relationships ('Trad Revival')
- Spirituality ('The Quiet Revival')



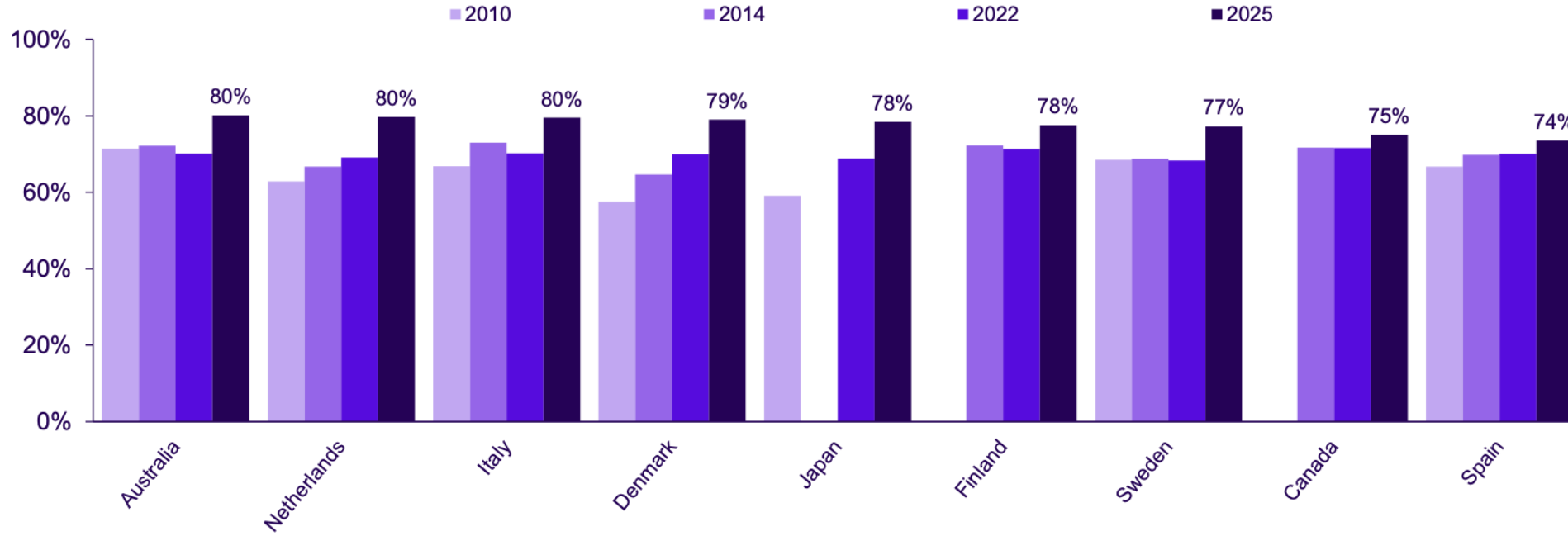
At the park everyone seemed to be having great fun.  
But Willy just shivered.

From *'Willy and The Cloud'*, Anthony Browne

**Are we having 'great fun'?!**

# Happiness is perceived as being eroded under modern pressures

% who agree that the stresses of modern life mean that people are less happy than they used to be | Adjusted data



Source: Foresight Factory | Base: 658-3823 online respondents per country aged 16-64, 2025

Source: The Foresight Factory: The Adaptation Advantage

- The United Kingdom (23rd) reporting its lowest average life evaluation since the 2017 report.
- In 2023, 19% of young adults across the world reported having no one they could count on for social support. This is a 39% increase compared to 2006.
- Declining happiness and social trust in the US and parts of Europe combine to explain the rise and direction of political polarisation and anti-system votes.



[Home](#) > [News](#) > World Happiness Report 2025 shows people are much kinder than we expect

# World Happiness Report 2025 shows people are much kinder than we expect

PUBLISHED

20 MAR 2025

[SOCIAL SCIENCES](#) [SOCIETY](#)

SHARE THIS



Belief in the kindness of others is much more closely tied to happiness than previously thought, according to *World Happiness Report 2025*, published by the [Wellbeing Research Centre](#) at the University of Oxford.



# Also seeing...

## How did Gen Z become the most religious generation alive?

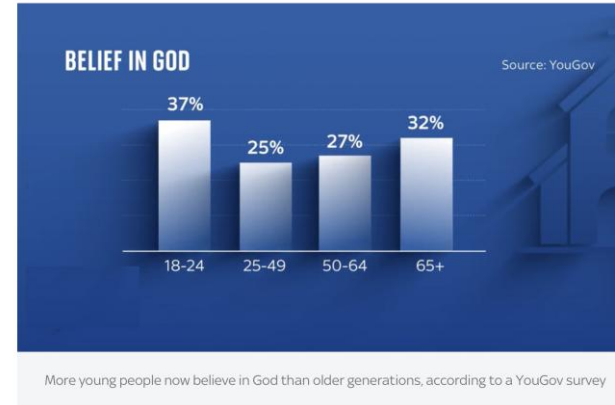
Data shows Gen Z believe in a higher power more than any other generation - and Christian influencers have told Sky News what they think the change is down to.

By Holly Beaumont, news reporter

© Sunday 11 January 2026 09:33, UK

## Why is social connection so hard for Gen Z?

Young adults crave closeness, says Stanford psychologist Jamil Zaki, but misjudge how much their peers want that, too. His research found strategies that can help nudge people to take a chance on one another.



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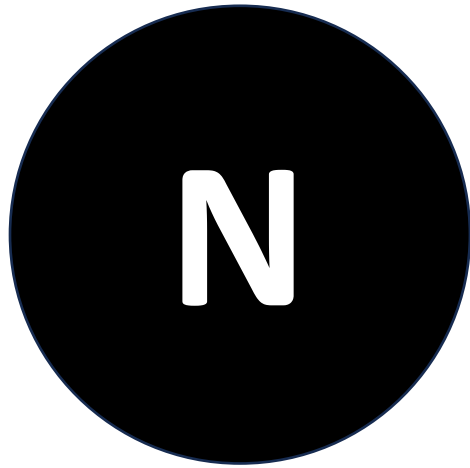
## Breaking Boundaries: The Evolution of Adult Entertainment in the Digital Age

© 2026-01-07T13:36:25+00:00 [LEAVE A COMMENT](#)

## What to know about Gen Z

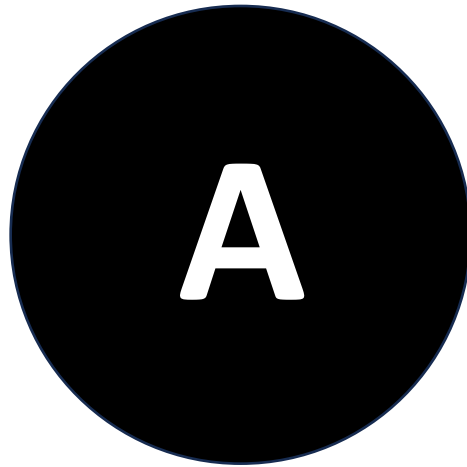
Generation Z, the first generation never to know the world without the internet, value diversity and finding their own unique identities, says Stanford scholar Roberta Katz.

**Name ONE other industry that...**



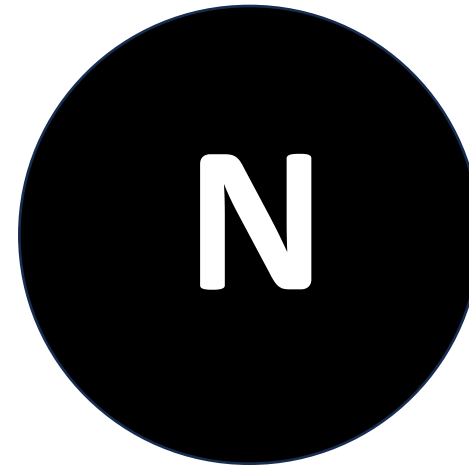
**Noticed**

People feel seen and heard



**Affirmed**

People see how their unique strengths make a unique difference



**Needed**

People feel relied upon, indispensable and essential

*The Power of Mattering: How Leaders Can Create a Culture of Significance* by Zach Mercurio, HBRP, 2025

# 3.Strategic 'Spending'

# What we are seeing globally

1. People want the brands to mean something and DO something
2. Influencers (micro-influencers) are hugely influential
3. 'Authenticity' is deemed important but...
4. Consumers want to be pursued/have personal connection – FEEL something

# What do we stand for... really?

Show and tell.

# Lush





## Car Reveal Covers

£99.00 – £335.00



Car launch, handover and reveal covers

Size

Car Size

Colour

Navy Blue

1

[PayPal](#)

SKU: N/A



# Open Kitchen



*More than*  
**a scarf.**

SHOP SUPER SCARVES

**Scamp and Dude**

# Fire Service



# Distorted Mattering

## Looks and feels like:

- Living in the paradox – sidelined needs
- Not being prioritised
- Not feeling significant/important
- Mattering too much, feeling important too little
- ‘Key workers’ and don’t feel key

# 4. Lifemaxxing

# What is 'lifemaxxing'?

- **Dream downsizing:** Flexibility and embracing lower aspirations
- **Presence Purity:** Rejecting performance culture for real life immersive experiences
- **The Immortality Hustle:** Pursuing longevity, optimisation and legacy building

# “Death nudges”

**2020 in the Pandemic, from Philosopher Roman Krznaric**

- Mortality awareness
- Greater anxiety or angst
- A search for meaning
- A reinvestment in relationships
- Gratitude
- General search for purpose
- Stimulates a ‘legacy mindset’ around how our lives matter.

# We are seeing...

- Absence
- Aggression
- Angst
- Avoidance
- Connection
- Experiences
- Flexibility
- Legacy

**High demands + low support = Overwhelm**

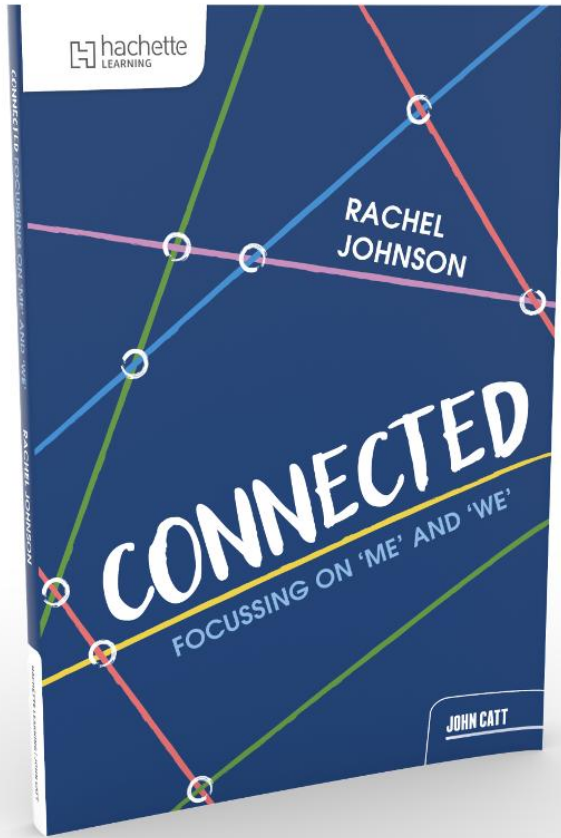
*Mattering*, Jennifer Breheny Wallace, William Collins Books (2026)

# Navigate this and there will be...

- A higher sense of self-worth
- Healthier relationships
- People with more confidence
- People who feel they have agency and optimism
- Higher productivity
- Better results
- A wider societal impact ('compassionomics')

# What is missing?

- A sense of mattering
- Evidence of closing the loop
- Real and personal connection
- Flexibility
- Listening to people
- A clear brand identity
- Social proof of the brand
- Balance (mattering too much)
- Compassionomics
- Communication
- Encouragement
- Not enough focus on clarion calls
- Strategic time to think



# *CONNECTED*

Focussing on 'Me' and 'We'  
by Rachel Johnson

In this book, Rachel Johnson breaks down how we can be the best version of ourselves as individuals and how we can work together to be better together.

Publishing Summer 2026  
Pre-order on Amazon

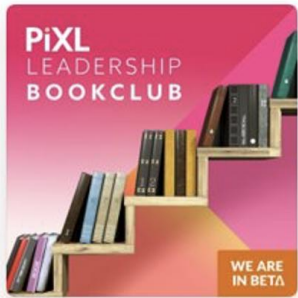


[www.racheljohnson.org.uk](http://www.racheljohnson.org.uk)

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**PiXL Leadership Bookclub**  
PiXL ( a We Are In Beta production)

EDUCATION - TWICE MONTHLY

Everything rests on leadership. Each fortnight on PiXL's Leadership Bookclub, Rachel Johnson, PiXL CEO, will be joined by two school leaders to discuss one non-educational leadership book that can change the way we think. [MORE](#)

[▶ Latest Episode](#)

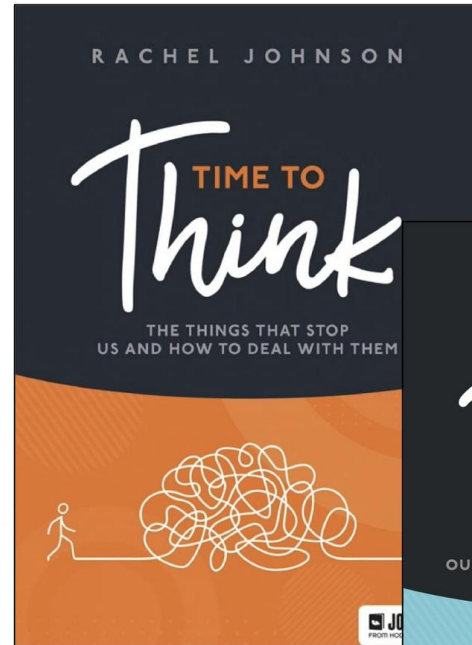


**PiXL Pearls**  
PiXL (a We Are In Beta production)

★ 5 (31) - SELF HELP

PiXL Pearls are short reflections on life and leadership, in schools. They are here to inspire, encourage, motivate, and challenge. PiXL is a partnership organisation of thousands of schools, colleges and alternative education. [MORE](#)

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