



The Competitive Edge: Spot Trends and Thrive in the Future of Work

How dance studio owners stay relevant, profitable, and energized!



@cryswashington



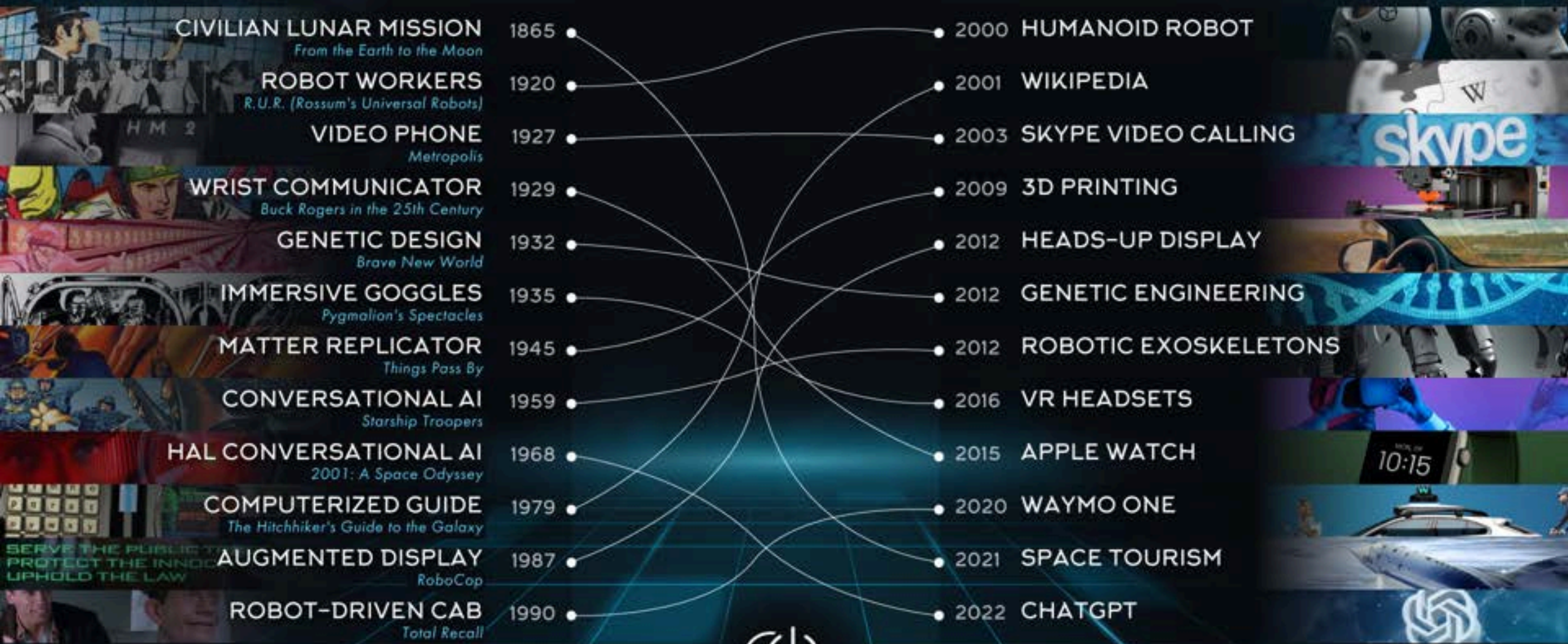
CRYSTAL WASHINGTON

Most of the technology we enjoy today was not created at a private sector startup or in a lab but in the minds of artists decades ago.



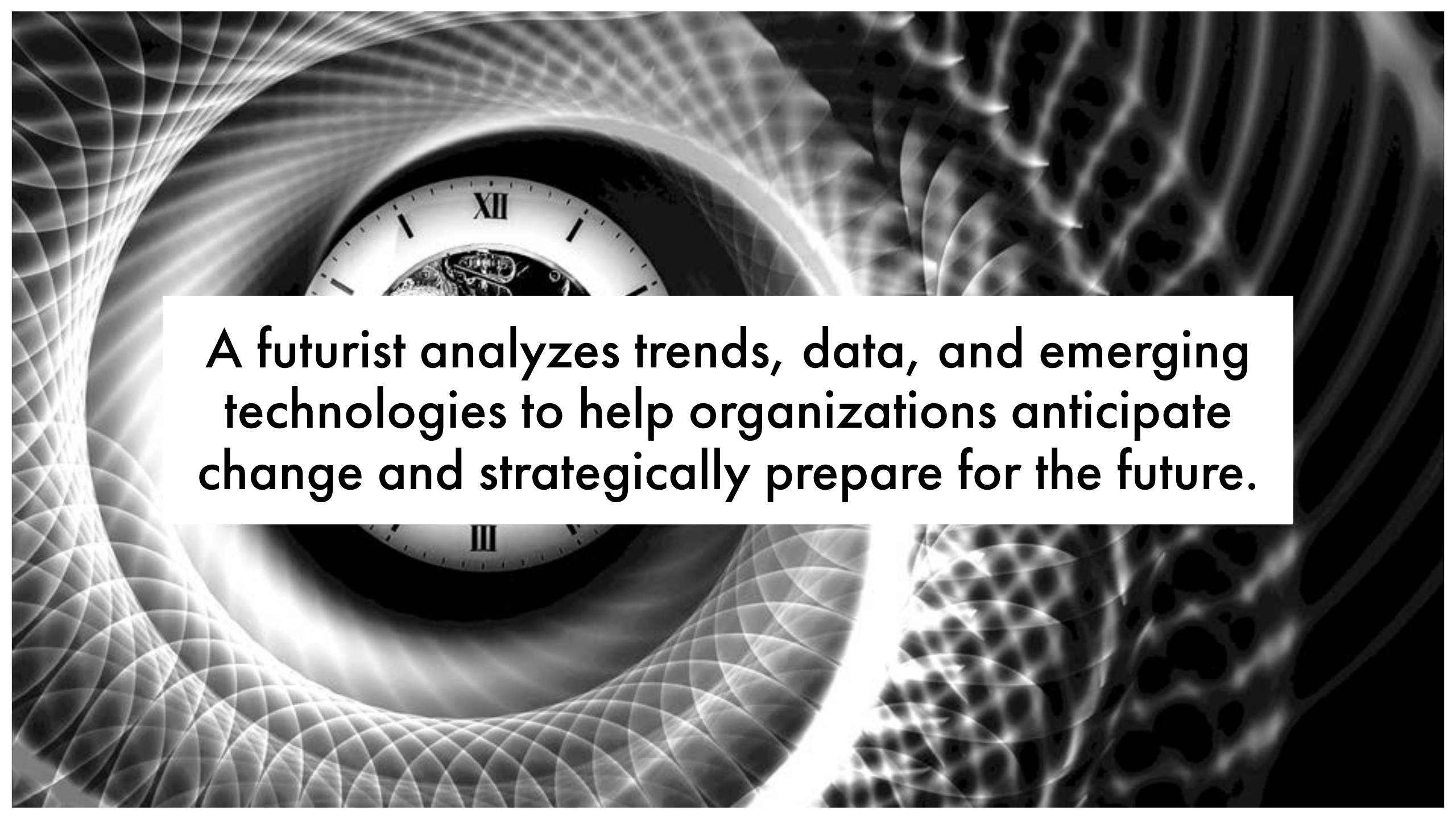
@cryswashington

FROM SCI-FI TO REALITY



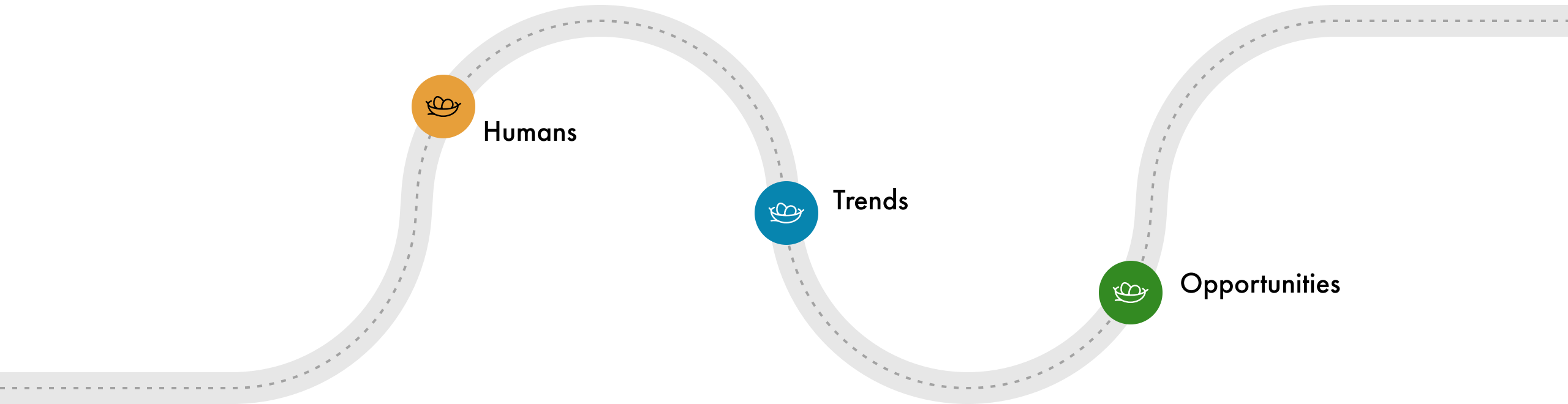
CRYSTAL WASHINGTON

crystalwashington.com



A futurist analyzes trends, data, and emerging technologies to help organizations anticipate change and strategically prepare for the future.

Our Journey Today





Humans



The rate of
change is
increasing...
but not as fast
as we think.

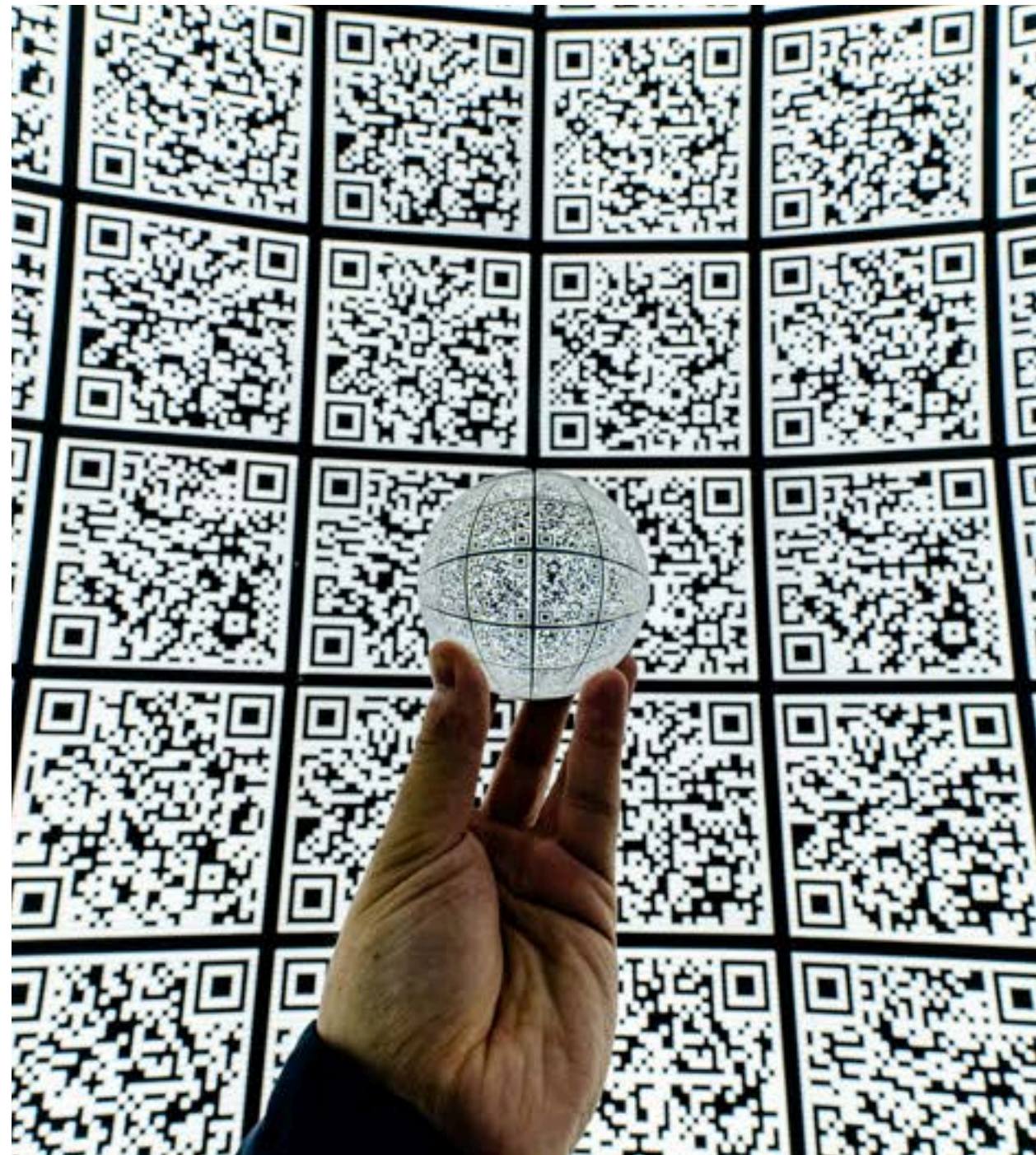
Western Electric is crossing a telephone with a TV set.



What you'll use is called, simply enough, a Picturephone® set. Someday it will let you see who you are talking to, and let them see you.

The Picturephone set is just one of the communications of the future Western Electric is working on with Bell Telephone Laboratories.

Western Electric builds regular phones and equipment for your Bell telephone company. But we also build for the future.



ARE YOU READY?

Let's play a
little game.



You're hungry. Which do you eat?



A



B

A



B



You're hungry. Which do you eat?



A

grapes



B

moonseed

You want a pet. Which one is Fluffy?



A



B

A



B



You want a pet. Which one is Fluffy?



A

scarlet kingsnake



B

coral snake

Which one are you bringing home?



A



B

A



B



Which one are you bringing home?



A

baby



B

axlotl

RESULTS:

How did you do?

Not great.



Let's be like Jessica!

Technology does not replace human connection, but it can augment it.



@cryswashington

A photograph of two young Black girls in pink tutus. The girl in the foreground is looking to the right with a slight smile, while the girl in the background is looking forward. They are in a room with a large bouquet of red roses and a white metal chair in the background.

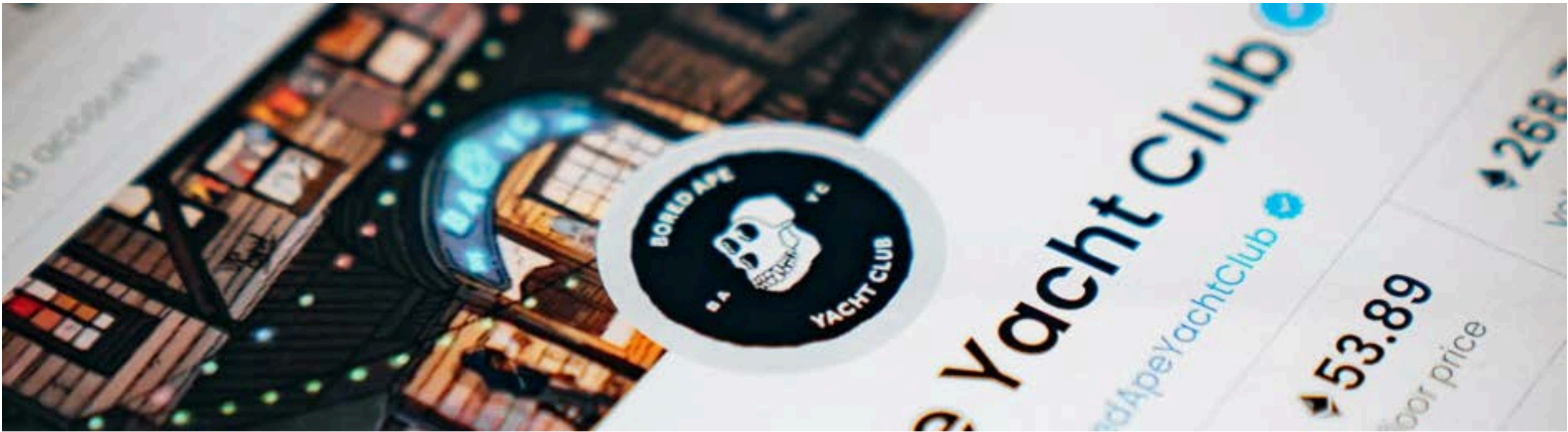
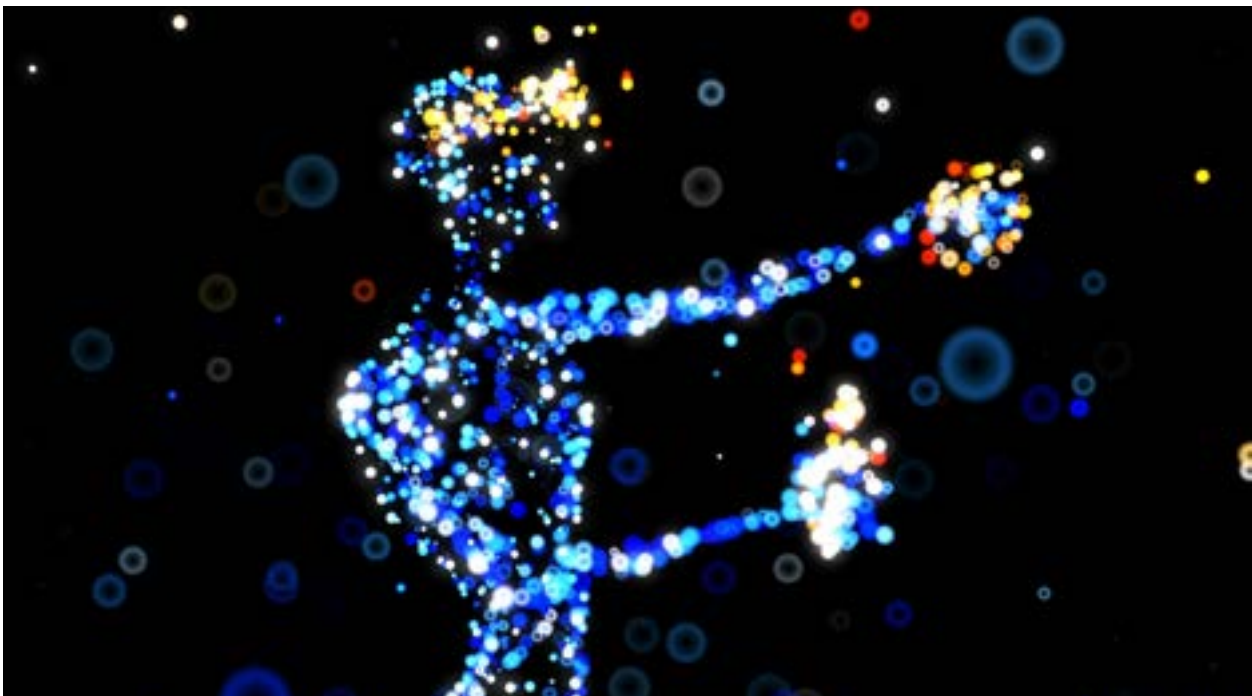
**Dance studios are all about human connection.
They power community, confidence, and
cardio!**



@cryswashington



Trends



“

"In 2036, my dance
studio will..."



Youth Sports Are Raising the Bar for Commitment and Competition



Youth athletics are becoming more structured, competitive, and outcome-driven, reshaping how families evaluate extracurricular activities.

Concrete drivers:

- Growth of travel teams and elite training programs
- Scholarship and advancement pathways
- Professionalization of youth coaching

Early warning signals:

- Families asking about long-term progression
- Increased comparison to sports commitments
- Students specializing earlier

Actions:

- Clearly communicate student growth pathways
- Offer both recreational and advanced tracks
- Position dance as both development and discipline

Childcare and After-School Programs Are Redefining Convenience



Parents are prioritizing flexibility and logistical ease, expecting programs to fit seamlessly into busy schedules.

Concrete drivers:

- Dual-income households
- Time scarcity and overscheduling
- Demand for bundled services

Early warning signals:

- Requests for flexible scheduling or drop-ins
- Decline in volunteer participation
- Increased interest in shorter commitments

Actions:

- Introduce flexible program options (mini sessions, drop-ins)
- Explore extended hours or partnerships
- Simplify scheduling and communication

Boutique Fitness Is Winning with Experience and Community



Modern fitness studios are succeeding by selling identity, experience, and belonging—not just instruction.

Concrete drivers:

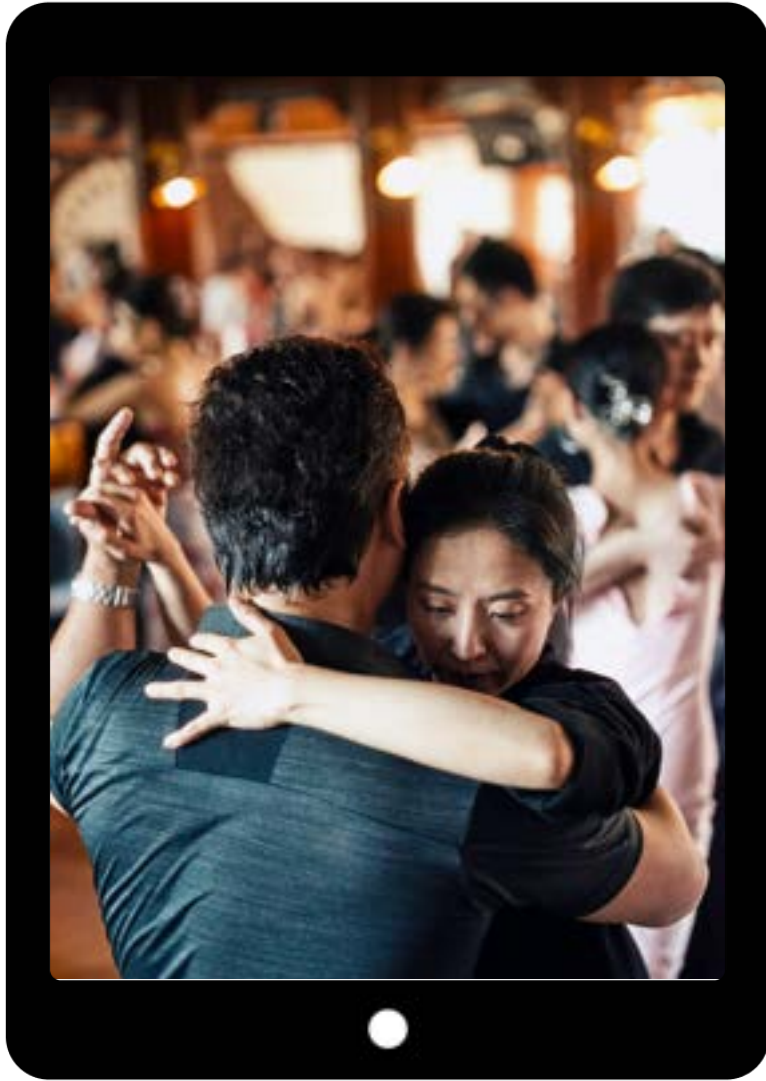
- Experience economy growth
- Premium branding and environments
- Community-driven business models

Early warning signals:

- Parents valuing experience over technical rigor
- Increased willingness to pay for premium experiences
- Demand for stronger studio culture

Actions:

- Elevate the in-studio experience
- Build strong community rituals and identity
- Position your studio as a place people belong, not just attend



Adult Programming Is Emerging as a Stability and Growth Opportunity

Dance studios are beginning to explore adult classes as a way to diversify revenue, strengthen community, and reduce reliance on seasonal youth enrollment cycles.

Concrete drivers:

- Growing interest in wellness, fitness, and creative expression
- Adults returning to activities they loved as children
- Demand for flexible, low-commitment experiences

Early warning signals:

- Increased inquiries about adult beginner classes
- Parents expressing interest in participating themselves
- Studios testing drop-in or short-term adult sessions

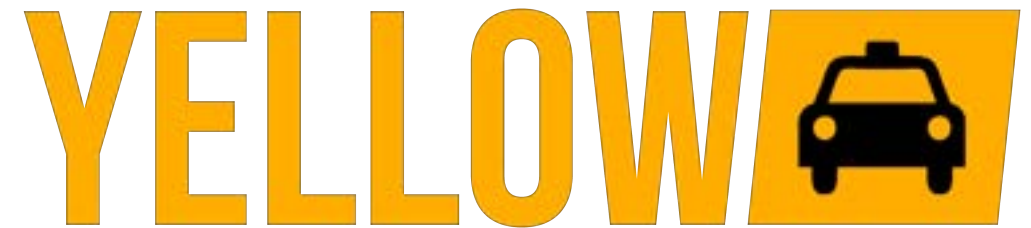
Actions:

- Pilot low-commitment adult classes (drop-in or short series)
- Position classes around wellness, fun, and community
- Use adult programming to fill gaps (daytime or summer)

STEEP Drivers for Dance Studio Owners

- 1 Parents Outsourcing Childhood
- 2 AI-Driven Expectation Inflation
- 3 The Decline of Childhood Tenacity
- 4 Subscription Fatigue
- 5 Invisible Compliance Creep

Locate Easter Eggs of the Future





Collect trends and signals through feedback.

Your clients and team members have strategic insights that you may not have considered. Ask open-ended questions and ask as many people as you can! Create a path for front-line team members to submit observations and ideas.

One tool is [Raindrop.io](https://raindrop.io).



Americans are changing where they're moving. Here's how that could affect commercial real estate

#H1 #Social #demographics #migration #housing #policy #economics #urbanization #realestate #forecasts #future #insights #predictions #trends #outlook
cnn.com · Jan 7

Bleisure 3.0: The Future of Conference Centers

Conference centers are installing On-Demand Office Pods for business travelers. This creates a massive market for BIFMA-rated acoustic privacy booths. Members should focus on modularity and sound—
#H2: Hospitality; Economic; Technological #Innovation #Trends #architecture #design #sustainability #future #strategy #outlook #value #travel #meeting #networking #amenities #wellness #retreat #multifunctional #mobility
meetings-conventions.com · Jan 4

Campus 2026: The Rise of the Phygital Learning Space

Universities are creating Fluid Classrooms where the distinction between lecture hall and office disappears. BIFMA members should develop omni-directional seating and mobile whiteboards that allow students an...
#H3: Higher Education; Technological; Social #Innovation #campus #trends #Hybridlearning #architecture #design #learningenvironment #networkingspace #mobility #analytics #accessibility #digital
highereducation.com · Jan 4

Civic Spaces and the New Social Contract

Local government offices are becoming Community Front Porches, blending public service desks with open gathering spaces. This shift requires hardened but welcoming furniture. BIFMA members should focus on...
#H1: Government; Social; Political #community #design #environmentalimpact #resilience #retrofit #reuse #trends #networkingspace #multifunctional #retrofitting
icma.org · Jan 4

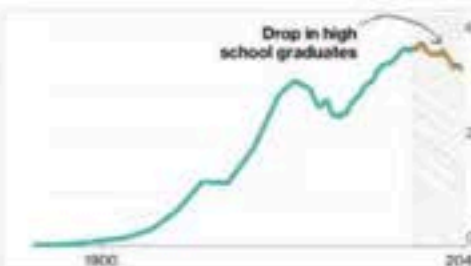
After Tariffs, Turmoil, and Hybrid Chaos, the Contract Furnishings Industry Finally Sees a Clear Runway into 2026

This article signals a mood shift in the contract furnishings and workplace ecosystem heading into 2026—from survival to cautious optimism. After years of disruption driven by tariffs, hybrid work, an...
#H1 #Economic #Technological #trends #future #forecast #prediction #tariffs #trade #industry #furnishings #resilience #sustainability #cybersecurity #global #manufacturing #supply #logistics #export #import #market
File · 11:31 AM



Demographic Dividend and Education 2030-2045

Developing nations will peak in working-age population by 2045. BIFMA members should care because there is a window for leapfrog furniture solutions for billions of students.
#H3: Higher Education; Social; Economic
digitallibrary.un.org · Jan 4, 2025



Colleges Close as Falling Us Birth Rate Pushes Them Off Enrollment Cliff

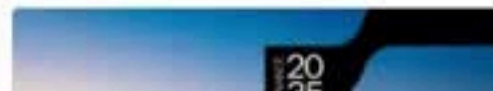
The U.S. is entering a sustained college enrollment decline as birth rates that dipped after the 2007-08 recession reduce the pool of 18-22-year-olds beginning in 2026. Fewer high school graduates means smaller...
#H2 #Social #Economic #demographics #economics #outlook #predictions #forecast #retention #accreditation #financialaid #admissions #diversity #forecasts
bloomberg.com · Jan 19

Deliberate Innovation: Lifetime Education 2040

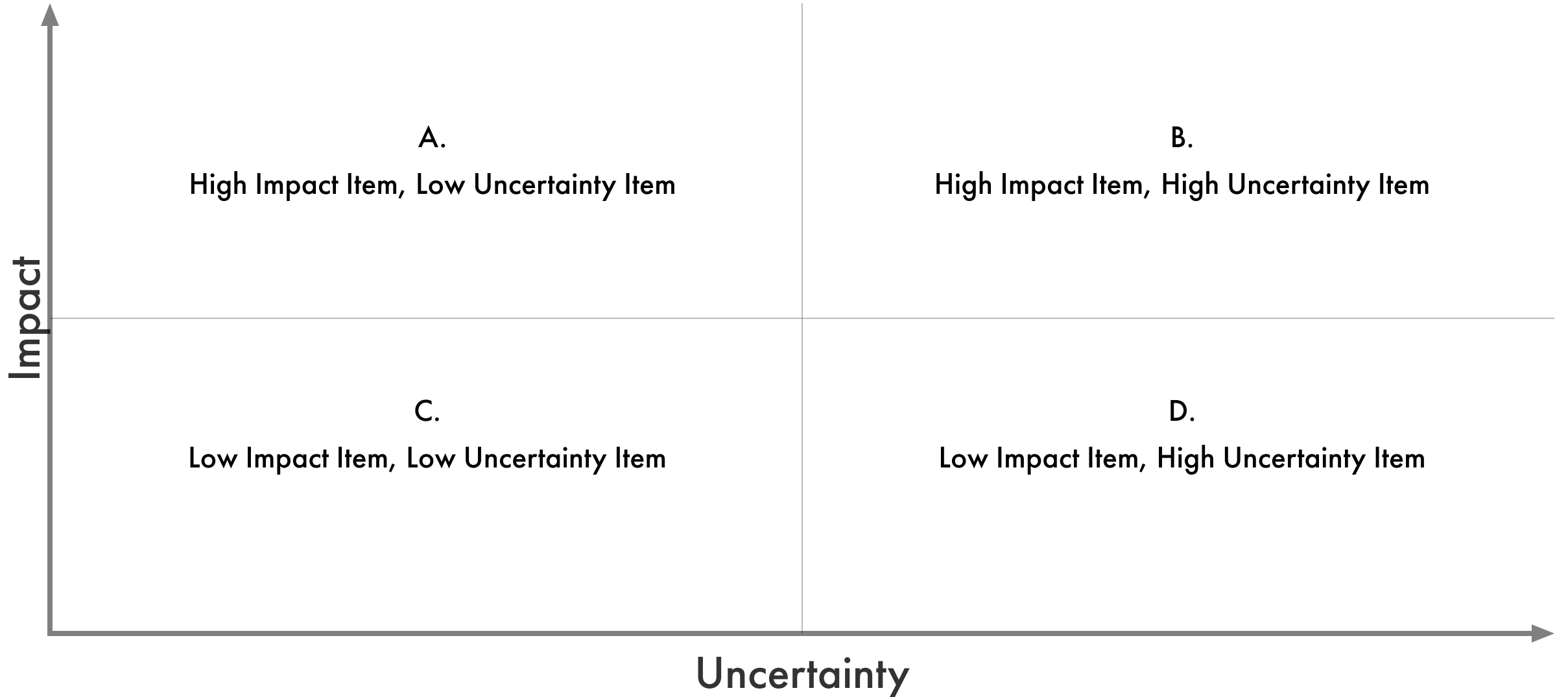
Universities will transition to a lifetime platform model serving learners from age 5 to 95. BIFMA members should care because learning spaces must be intergenerational.
#H3: Higher Education; Social; Economic
researchgate.net · Jan 4, 2025

Educational Leadership 2040

Predicts a shift to adaptive leadership where school administration is community-led. BIFMA members must provide hybrid

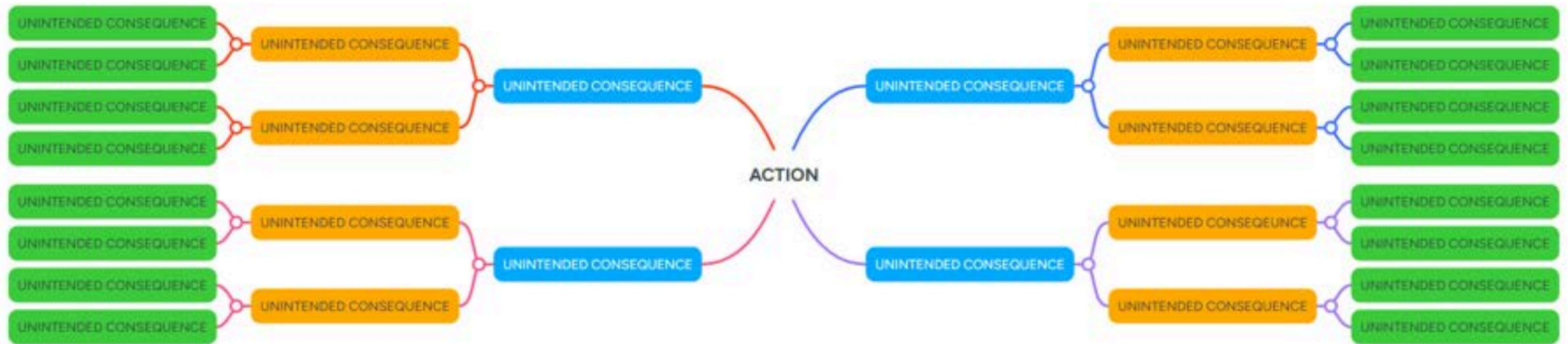


Risk Matrix



Georgetown,
Kentucky per
ChatGPT





What might be some unintended consequences of adopting AI-powered student progress tracking systems?

Get PDF Notes & Actionable Takeaways

If you run into any challenges, email manager@crystalwashington.com and put DSOA notes in the subject line.

Scan this QR code



Or go to

<https://talk.ac/crystalwashington>

and enter this code when prompted

DSOA



Opportunities



Create a culture of curiosity
and collaboration.



@cryswashington





Last Trend...
Choose joy.



@cryswashington

NCE

Song by AIMusic.fm


Instagram


@CRYSWASHINGTON


LinkedIn


Crystal Washington, CSP, CPAE
Forbes 50 Leading Female Futurist
| Keynote Speaker | Author | Founder, ...

