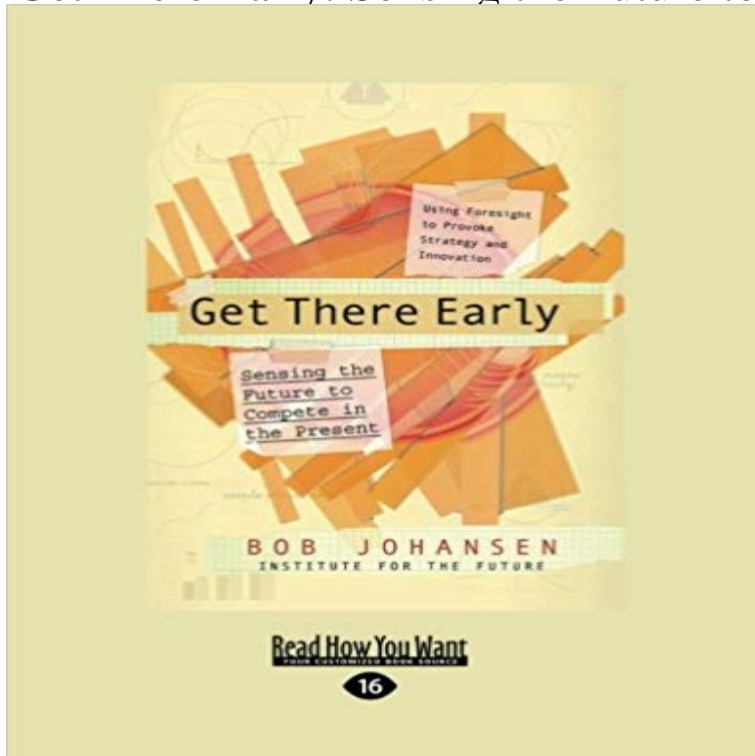


Get There Early: Sensing the Future to Compete in the Present



Sensing the Future to Compete in the Present Offers a proven approach for making sense out of future challenges and devising positive responses, using methods developed by the respected Institute for the Future. Features examples of how organizations like Procter & Gamble, Disney, Reuters, UPS, and the Centers for Disease Control have put the approach into practice. Includes the institutes ten-year forecast of trends, challenges, and opportunities. These days, every leader struggles with a paradox: you can't predict the future, but you have to be able to make sense of it to thrive. In the age of the Internet, everyone knows what's new, but to succeed you have to be able to sort out what's important, devise strategies based on your own point of view, and get there ahead of the crowd. Bob Johansen shares techniques the Institute for the Future has been refining for nearly forty years to help leaders navigate what, borrowing a term from the Army War College, he calls the VUCA world: a world characterized by volatility, uncertainty, complexity, and ambiguity. As the institutes ten-year forecast makes clear, leaders now face fewer problems with neat solutions and more dilemmas: recurring, complex, messy, and puzzling situations. Get There Early lays out the institutes three-step Foresight to Insight to Action Cycle that will allow readers to sense, make sense of, and win with dilemmas. Johansen offers specific techniques, ranging from storytelling to simulation gaming, as well as real-world examples to help readers turn the VUCA world on its head through creative use of vision, understanding, clarity, and agility. This book offers hope for leaders facing the constant tension - a dilemma in itself - between judging too soon and deciding too late.

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