

METHODS/TRENDS/OVERVIEW ■ 28:8/390 (BC)

Turning the Future into Revenue: What Businesses and Individuals Need to Know to Shape Their Futures. Glen Hjemstra (<futurist.com>; visiting scholar, Human Interface Technology Lab, U of Washington). Hoboken NJ: John Wiley & Sons, Aug 2006/226p/\$24.95.

The image of the future in any enterprise is the most potent leverage point for changing the organization. Change the image in a way that is shared and believed, and new strategies and actions will appear. *This book seeks to expand images of the future and to help readers "discover how to profit from the future and how to protect yourself...how to create a positive future and how to avoid potential catastrophe."*

Part 1: What Your Future Will Look Like: Four Powerful Trends: demographic tidal shifts (population growth is ending and will peak at about 8 billion much sooner than 2050), key technology trends (nanotechnology, biotechnology, new info-tech such as biomonitors and personal robots), increasing the knowledge content of your product or service (China and India are becoming knowledge-intensive economies), the next energy wave (many alternatives must be developed and soon; there are opportunities for many companies large and small).

Part 2: How to Predict the Future of Your Business or Career—and Plan for It Now: the three-cone model for preferred future planning (asking What is probable, What is possible, and What is preferred), elements of preferred future planning (it must be magnetic, transformative, flexible, and undergirded by clearly articulated values), why planning fails most of the time (not establishing a sense of urgency, lack of a compelling vision, undercommunicating the vision, not removing obstacles to the vision, lack of small winning steps), critical ingredients to focusing your organization on the future (being future-oriented, vision driven, collaborative, and strategic), 10 key practices of future-oriented enterprise (continuous learning, making strategy a way of life, making "green" a strategic priority, maintaining hope and vision in the midst of turmoil, etc.).

Part 3: Preferred Future Planning Exercises, Tools, and Activities: honest assessment of the present (who are our customers, what we do better or worse than competitors, our current assumptions), exploration of the probable and possible (are we on-trend or off-trend, what opportunities are appearing), achieving the preferred future (critical strategies that must be pursued, barriers that must be removed), forecasting the future (environmental scanning, scenario development, foresight that looks for surprises), choosing a direction (tools for preferred future vision, criteria for a vision, clarifying values), taking first winning steps, tailoring your career to the future.

Part 4: Where America Is Failing the Future: environmental issues and especially global climate change (global warming is real and time is not on our side; green business is the key to your survival) and the great divides that threaten the future (wealth divide, education divide, digital divide, and—the greatest of all—between religious moderates and fundamentalists). Concludes with a "21st Century Do-Over:" a new vision for humanity to convert to the next energy era ASAP, accelerate green production, build learning societies worldwide, and reawaken a hunger for peace. [NOTE: A little bit about a lot of things: a good general introduction to methods, trends, and preferred futures.] (futures methods & trends: introduction)