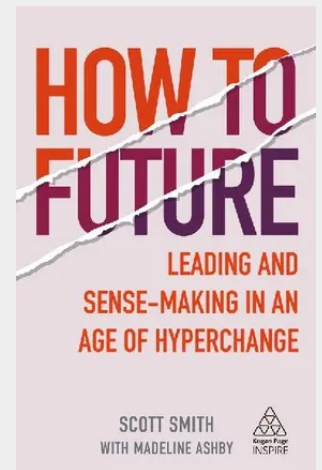


How to Future

Leading and Sense-Making in an Age of Hyperchange

Approach the future as a conversation, not a declaration. How can you be prepared for what's next when emerging trends constantly threaten to turn your strategic plan on its head? The world of business is experiencing a state of hyperchange influenced by global movements, disruptive technologies, political uprisings and new consumer expectations. If your world is turned upside down, will you know how to pivot and thrive, or will you be roadkill in the 'adapt or die' business race? Futuring is the art of anticipating and testing the trade-offs of different futures by making sense of key trends, signals and emerging patterns. **How to Future** is the only book that will teach you how to become a strategy wayfinder, allowing you to evaluate, plan and prepare for better futures for you and your business. **How to Future** is a guidebook to futuring and arms you with tools, strategies and practices that illuminate new strategic pathways. Renowned futurists **Scott Smith** and **Madeline Ashby** teach you how to manage the daily flood of information and signals, and discern emergent patterns that have a direct impact on the direction of your business. **How to Future** isn't about the "one future" you expect. Instead, this book equips you with valuable tools and concepts, builds a future-focused mindset and enables you to envision, stress-test and prototype adaptable, informed and agile strategic visioning. These tools will empower you, your team and your organization to anticipate whatever futures emerge.

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