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Nota di contenuto

Think Like A Futurist: Know What Changes, What Doesn't, and What's Next; Contents; Introduction; Part One: Know-The Four Forces of Change; 1 The Four Forces of Change; 2 Resources; 3 Technology; 4 Demographics; 5 Governance; Part Two: New-The Zone of Discovery; 6 Higher Learning; REMEMBERING THE FUTURE; RE-PERCEIVING THE FUTURE; 7 Phase I: Define; BEST QUESTIONS; WHO ARE YOU? WHERE ARE YOU GOING?; WHO IS VIRGIN?; WHERE IS VIRGIN GOING?; 8 Phase II: Discover; FOUR FORCES SCAN; LIKE THAT!; POUR AND STIR; PLAY AND MAKE; DREAM AND SCHEME; 9 Phase III: Distill; MAXIMUM VALUE SCENARIO: R3OI
NOW-TO-FUTURE PORTFOLIOPLAN IN REVERSE; 10 Who Are You?; DEFINE; DISCOVER; DISTILL; THE BEST-LAID PLANS; 11 Where Are You Going?; CLICKS'S HISTORY; DEFINE; DISCOVER; DISTILL; Part Three: DO The 5 Percent Rule; 12 The 5 Percent Rule; 13 Tinkering: The Genesis of General Mills's Idea Greenhouse; PUSH: A CATALYST; NINETY-NINE PERCENT PERSPIRATION; THE FIRST MOVABLE PIECE; TINKERING. AGAIN.; FROM PHILOSOPHY TO PRACTICE; IDEA GREENHOUSE: STRUCTURE; BUILDING "TO TOLERANCE"; THE 5 PERCENT RULE; R3OI; "DO DILIGENCE"; A CULTURE OF FUTURISTS; THE IDEA GREENHOUSE LEGACY; Conclusion
Part Four: What's Next ToolkitThe Futurist's Mind-set; DROP ASSUMPTIONS AND AGENDAS; PRACTICE CURIOSITY AND COURAGE; SAVE "HOW" FOR LAST; BE COMFORTABLE WITH AMBIGUITY; SUSPEND JUDGMENT; Overcoming Resistance to Change; FINDING FAULT (BLAME); ARGUING WITH REALITY (DENIAL); NEEDING TO KNOW THE ANSWER (FEAR); FOCUSING ON BUSYNESS (AVOIDANCE); WHINING (INACTION); FEELING STUCK (RESIGNATION); Notes; Acknowledgments; About the Author; Index

Sommario/riassunto

Push past resistance to discover and own new business territories Think Like a Futurist shows how to track changes, explore questions, and engage in new thinking that connects today's pressures with tomorrow's realities. Cecily Sommers shows how to apply long-term focus and strategies to needs as diverse as industry forecasts, innovation challenges, leadership development, or future-proofing a brand. By understanding intersecting potentials that one day may impact your organization, you can readily spot emerging trends and market shifts, uncovering opportunities on the horizon.