



# Think Like a Futurist: Know What Changes, What Doesn't, and What's Next

By Cecily Sommers

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**Think Like a Futurist: Know What Changes, What Doesn't, and What's Next** By Cecily Sommers

**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.

*Think Like a Futurist* explores such questions as: Where will new markets emerge over the next 5-10-25 years? What will be the big issues of the day? How will lifestyle, social mores, and policy adapt? And what role do we play in that future?

- Offers a clear framework for thinking like a futurist, and direction for how to integrate it in high-pressure corporate environments
- Explains how the social, economic, and environmental crises of our time spring from just four constant and predictable forces
- Reveals the three dramatic disruptions on the horizon that should be a part of every strategic conversation
- Written by Cecily Sommers the Founder and President of The Push Institute, a non-profit think tank that tracks significant global trends and their implications for business, government, and non-profit.

Filled with tools and models for a new world, this book should be required reading for strategists and innovators across disciplines.

"Refreshing. A book that does not follow today's push to be 'innovative' just to snag attention because of the current hot trending keyword. Matter of fact, Cecily Sommers' book works to get us away from simply identifying and going for a ride on the latest trend(s) in our respective industries.

Quite the contrary, rather than avoid a scientific or tactical discussion of trend

identification, she works to give us the ability to go beyond trends and into the future.

Cecily has drafted a book providing a nice blend of practical reality, philosophy, and practical execution. It speaks well to current discussions about how to drive ‘innovation’ or, better, creativity within your businesses—however large or small.

All in, this is a book 254 pages long, including index, that is written at a practical level that, after closer study following an initial read-through, provides a methodology for anticipating the future and taking action to meet it.

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Think Like a Futurist is a good read for anyone struggling with how to move their organization forward. Business leaders, product and program managers, service providers will all find the concepts Cecily introduces to be well laid-out with a reasonable amount of supporting content."—The source is a blog:  
<http://jtpedersen.net/2012/11/15/what-ive-read-lately-think-like-a-futurist/>

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### Editorial Review

Amazon.com Review

### Q & A with Cecily Sommers, Author of *Think Like a Futurist*



Cecily Sommers

#### **What is a futurist?**

A futurist studies long-term trends from a global perspective, identifying their implications for business and society. A futurist's work can range from creating industry forecasts and policy agendas to speculating about how our work, education, healthcare, and families are poised to change. Some futurists stop there. Others focus on the application of this knowledge to organizational strategy, as I do, helping companies answer the question, "what do these forecasts mean for us?" By explaining different future scenarios, futurists can help organizations prepare for emerging threats and identify important growth opportunities. We turn real-world research into clear plans for the future.

#### **Why is it difficult for most people to think like a futurist? Where do most of us get stuck?**

Our brains naturally project what we currently know into the future, seeking certainty and continuity, and we tend to ignore clues and ideas that don't fit with our experiences. We get stuck in our knowledge to date—a mindset I call the permanent present. To think like a futurist is to think outside of that box and purposely expand our horizons so that we can imagine ideas and events that haven't yet occurred.

#### **In what types of roles is it most important to think like a futurist?**

If your role involves setting strategy or fostering innovation, the ability to manage the future is particularly relevant. Additionally, anyone in a leadership role needs to address the future; leaders must have a compelling vision of what lies ahead in order to inspire others to join them in making it happen.

For marketers, my Zone of Discovery methodology makes brand strategy a foundational part of the corporate strategy workflow. The Zone of Discovery poses two central questions: "Who are you?" and "Where are you going?" I show you how to leverage these two questions (and their answers) to limit the ideation and planning phases of your innovation initiatives to only the ideas and potentials that are right for your brand. Really, future-thinking applies in all facets of company operations. Knowing how to think about change leads to smarter decisions.

## Review

"Top 25: What corporate America is reading" (800-CEO-read's list of best-selling business books based on purchases by its corporate customers nationwide) - ***The Tribune-Review***

*Think Like a Futurist* is an insightful and scholarly take on the advancement of business management and why it may be different than anything else before it, much recommended. - ***Midwest Book Review***

"*Think Like a Futurist* has some useful ideas about its four forces and helpful techniques you might apply to your organization's strategic planning and innovation efforts. - ***The Globe and Mail***

*Think Like a Futurist* is a good read for anyone struggling with how to move their organization forward. Business leaders, product and program managers, service providers will all find the concepts Sommers introduces to be well laid-out with a reasonable amount of supporting content. - ***The Livingston Post***

*Think Like a Futurist* is recommended reading for strategists, innovators and leaders across all disciplines. Those in leadership roles will most benefit from Sommers' suggestions, as leaders - more than anyone else - must be able to envisage what lies ahead and encourage others to help make it a reality. - ***Management Today***

"In *Think Like a Futurist*... [Cecily Sommers] raises questions and points out realities that anyone fascinated with the future of the global economy should be following."  
—Adam Belz, ***The Minneapolis Star-Tribune***

## From the Inside Flap

*Think Like a Futurist* is the ground-breaking book that shows how to engage in new thinking in order to connect today's pressures with tomorrow's realities. Drawing from more than a decade of work with clients, noted futurist Cecily Sommers shows what it takes to apply long-term focus and strategies to needs as diverse as industry forecasts, innovation challenges, leadership development, and future-proofing a brand. In all her work, she shows how the skills and methodologies needed to think like a futurist can be taught to anyone, how they follow a clear, replicable structure, and how they can be scaled for groups of all sizes. Her book shares the same tools and techniques she uses with individuals and organizations to help them become unstuck from the "Permanent Present," the natural—and often disastrous—bias for projecting current conditions out into the future.

Clearly and deftly, *Think Like a Futurist* explains how the social, economic, and environmental crises of our time spring from just four constant and predictable forces. Once you understand how they work together to drive change, you can stake out a territory that is yours to invent and own. *Think Like a Futurist* also reveals future-directed activities designed to spark creative epiphanies, push past resistance, and bring the power of foresight to strategy and innovation, resulting in fresh answers to the ageless questions: Who are you? Where are you going? and What's your territory?

This is not a book about identifying trends, but rather transcending them, which is crucial in today's fast-paced world where success is often defined as movement from deadline to deadline (and crisis to crisis). Throughout, Cecily shows how to make your perspective both more elastic and comprehensive. With her approach, you'll find the long-term vision needed to see opportunities on the horizon and understand how to realize them.

## **Users Review**

### **From reader reviews:**

#### **Bobby Blade:**

Do you have favorite book? In case you have, what is your favorite's book? Book is very important thing for us to know everything in the world. Each publication has different aim or maybe goal; it means that e-book has different type. Some people experience enjoy to spend their the perfect time to read a book. These are reading whatever they have because their hobby is definitely reading a book. Think about the person who don't like examining a book? Sometime, particular person feel need book if they found difficult problem or maybe exercise. Well, probably you will need this Think Like a Futurist: Know What Changes, What Doesn't, and What's Next.

#### **Bobby Miller:**

Do you certainly one of people who can't read gratifying if the sentence chained within the straightway, hold on guys that aren't like that. This Think Like a Futurist: Know What Changes, What Doesn't, and What's Next book is readable by simply you who hate the perfect word style. You will find the details here are arrange for enjoyable studying experience without leaving also decrease the knowledge that want to give to you. The writer of Think Like a Futurist: Know What Changes, What Doesn't, and What's Next content conveys thinking easily to understand by many people. The printed and e-book are not different in the articles but it just different as it. So , do you still thinking Think Like a Futurist: Know What Changes, What Doesn't, and What's Next is not loveable to be your top listing reading book?

#### **Paul Kennedy:**

Is it a person who having spare time then spend it whole day by means of watching television programs or just resting on the bed? Do you need something totally new? This Think Like a Futurist: Know What Changes, What Doesn't, and What's Next can be the respond to, oh how comes? A fresh book you know. You are thus out of date, spending your extra time by reading in this completely new era is common not a geek activity. So what these guides have than the others?

#### **Mary Jacobs:**

Some individuals said that they feel bored stiff when they reading a guide. They are directly felt the item when they get a half portions of the book. You can choose typically the book Think Like a Futurist: Know What Changes, What Doesn't, and What's Next to make your own reading is interesting. Your skill of reading proficiency is developing when you similar to reading. Try to choose easy book to make you enjoy to read it and mingle the impression about book and looking at especially. It is to be initial opinion for you to like to open up a book and go through it. Beside that the publication Think Like a Futurist: Know What Changes, What Doesn't, and What's Next can to be your new friend when you're feel alone and confuse with what must you're doing of the time.

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