

## FLASH FORESIGHT

### How to see the invisible and do the impossible

**Daniel Burrus with John D. Mann**

**Book summary  
2011**

The following are the highlights of the action steps listed in the back of the six chapters. I highly recommend this book for individuals, community builders, business owners/managers and our youth, who want to make a difference in their lives and the lives of others:

Make a list of the <b>cyclical changes</b> that are affecting your life and your business	Eg. Birth, death, seasons, planting & harvest, stock markets, interest rates, recessions
Make a list of the <b>linear changes</b> that will have an impact on your life or organization	Eg. Aging issues, managing the flow of information, the wide range of choices available to you, globalization
Make a list of the <b>hard trends</b> happening in your industry, community or life so you will know what you can be certain about	A hard trend is a projection that can be quantified, has predictable facts, events or objects. A hard trend is something that will happen, a future fact
Make a list of the <b>soft trends</b> in your industry, community or life so you can see what you can change or influence	A soft trend is a projection based on statistics that have the appearance of being tangible. A soft trend is something that might happen, a future maybe
Do you have a business or financial plan that takes advantage of the hard and soft trends in your life?	Yes, no or somewhat  →

<p>Do you involve others in your life such as family, advisors, colleagues and partners to help you indentify what will happen vs. what might happen? Use the results to co-create the future</p>	<p>Have a brainstorm session to come up with a solution</p>
<p>Do you have a <b>pro-active style</b>?</p>	<p>Take charge, do it now, taking action. Solve today’s problem before it gets worse. Is this the right action at this time?</p>
<p>Or a <b>pre-active style</b>?</p>	<p>Pre-active is anticipatory, solving tomorrow’s predictable problems. (hard trends) Anticipate the future before it happens and become an opportunity manager in your life</p>
<p><b>Pre-active questions</b>; what problems am I about to have? What is my ideal future five, ten, fifteen years from now? What are some of the steps I could take to shape that future now?</p>	
<p><b>Change</b> means doing the same thing, only with a difference. <b>Transformation</b> means doing something completely different. Over the long term, transformation is a must if we want to survive</p>	<p>“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change” - Charles Darwin</p>
<p><b>Flash foresight</b> – pay attention to where everyone else is looking, and then look in the opposite direction. Looking where no one else is looking helps you see what no one else is seeing, and then do what no one else is doing. Take the 360° approach to life</p>	<p>How can I gain advantage by doing the opposite? The future is on your side. “The way we have always done it” is almost certain to become obsolete – and soon. The pathway that will create the greatest potential is the path nobody has taken yet. If it can be done, it will be done – and if you don’t do it, someone else will</p> <p style="text-align: right;">→</p>

<p><b>Collaboration</b> – Create a bigger pie. Ask yourself, is there a way I could be more effective in this area by collaborating with others?</p>	<p>Is there a culture of collaboration in your organization? If not, how do you create this culture for the benefit of all?</p>
<p>Look for creative ways to make the mundane exceptional and transform the normal into the extraordinary</p>	<p>Step one - Step two - Step three -</p>
<p>Reinvent the old by using it in new ways. It's not the tool or service – it's how you use it</p>	
<p><b>Reinvent yourself</b> – Find your core values, your gifts and strengths where you can discover a career or business in which you can grow and keep raising the bar forever. Align your talents to support your gift</p>	<p>Who can you go to or what books can you read to help you with this process?</p>

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