Source: <https://thefuturesagency.com/> A Swiss Think Tank/Consultation by Gerd Leonhard

**What is your true, best-possible future?**

We are faced with exponential technological changes. Almost nothing seems to remain linear. And now, these changes are quickly becoming combinatorial and interdependent, as well, creating huge waves of disruption in all industries, amplifying each other. Humanity will change more in the [next 20 years than the previous 300 years](https://thefuturesagency.com/2016/06/02/futurist-gerd-leonhard-there-will-be-more-changes-in-the-next-20-years-than-there-were-in-the-past-300-via-business-times-singapore/). Therefore, the need to define who and what we will be in the future has never been more urgent than now – a ‘wait and see’ approach literally means waiting to become irrelevant. And irrelevance usually spells death.

[VUCA](https://youtu.be/UfZCWULqTbs) (Volatility, Uncertainty, Complexity and Ambiguity) has become the new normal, resulting in many tough challenges but equally as many new opportunities for those who dare to consider deep transformation, frequently [question their assumptions](https://www.futuristgerd.com/2016/09/04/explaining-key-themes-new-book-technology-vs-humanity-part-1/) and who can unlearn or relearn.

This is where our Futurizing Program takes you to an entirely new place. To *Futurize* means to act in the present, but with and from a future perspective, to travel back from 5-7 years ahead, with a deep and holistic understanding of what is very certain to happen. Unlike more conventional futurism, which may attempt to predict ‘the future’ before it has happened, *futurizing* involves understanding what is certain to happen i.e. what is already here but unevenly distributed (William Gibson) – and then consciously choosing and creating one’s preferred future.

Futurizing is unique for every business and every leadership team, as no two futures are alike – it’s not about recipes but about discoveries!

# Futurizing is based on 5 essential principles:

1. The future is no longer just what may happen tomorrow – rather, it is something that has already happened today that we simply don’t realize or acknowledge yet.
2. Our world is now changing exponentially and not gradually. Soon, it will indeed be detrimental to keep on expecting linear or gradual changes. Science fiction is increasingly becoming science fact, and we must therefore [start to consider the utterly implausible and unreasonable](https://www.youtube.com/watch?v=S0gaqxokHnc) to be our new reality.
3. The future is not something that just happens to us. Rather, we create our future every single day, based on our beliefs, ethics and assumptions, and resulting from our actions. We always have choices – but we must discover them early enough!
4. Due to the accelerating pace of exponential technological change we are now constantly becoming something else, all the time; we are going from being to becoming ([see Kevin Kelly](https://www.amazon.com/Inevitable-Understanding-Technological-Forces-Future/dp/0525428089)). We must embrace this as our default status.
5. In order to define and create our ‘preferred futures’, we need to stop extrapolating the present in order to guess the future. Rather, we must travel backwards from the immediate future, armed with deep foresights and understandings about what is almost certainly going to happen.