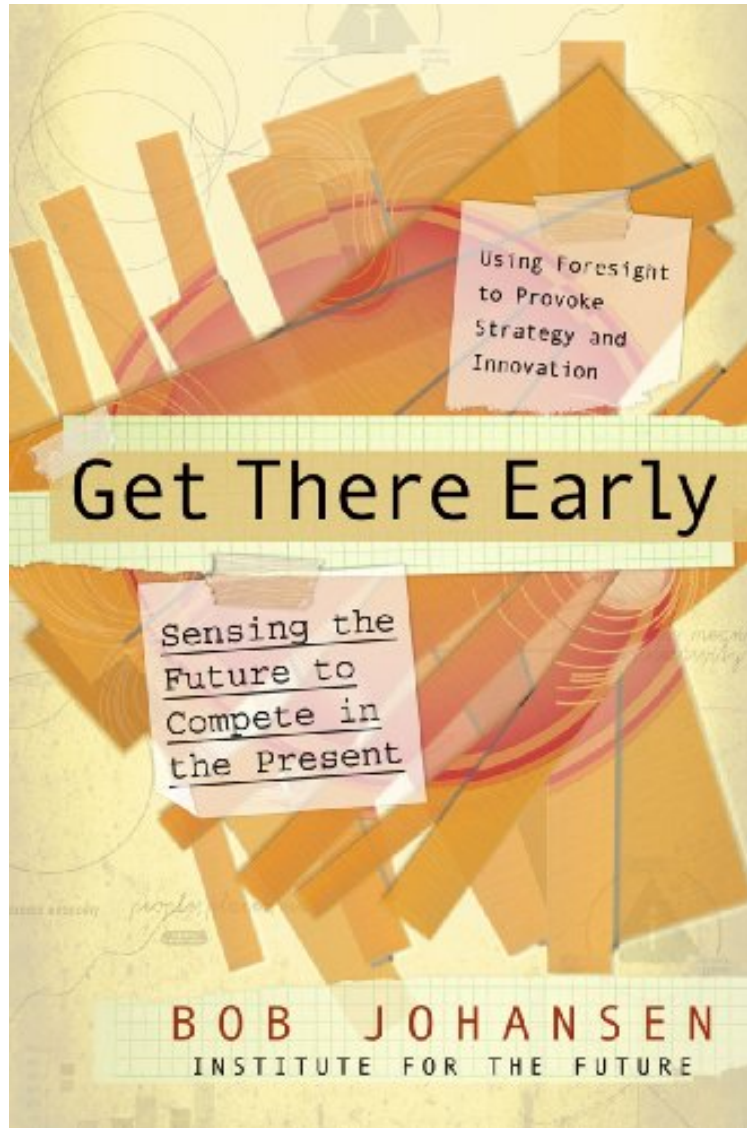


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## Get There Early: Sensing the Future to Compete in the Present

*Bob Johansen*

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**Bob Johansen : Get There Early: Sensing the Future to Compete in the Present** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Get There Early: Sensing the Future to Compete in the Present:

3 of 4 people found the following review helpful. Prepare for the future! "Get There Early" By Alan Edward Yue We cannot predict the future, but we can prepare for and possibly shape the outcomes. This is a really great book that conveys a process of "Foresight to Insight to Action" to make sense of, and to address possible futures. Further discussion about gleaning Vision, Understanding, Clarity, and Agility in a world that is Volatile, Uncertain, Complex, and Ambiguous is also helpful. Finally, an exploration of the difference between "problem solving" and "dilemma

sense-making" is a key concept for a shift in thinking in how to manage through the challenges that face us today, and in the future. This book is very useful for those who must think strategically to lead their organizations. I have benefitted both personally and professionally from the content of this book. 0 of 0 people found the following review helpful. perfect for homework By Elizzabeth Davila I really enjoy reading this even if it is for school. The book has great pointers and you can really understand what is being said 0 of 1 people found the following review helpful. I like it By Customer I love this book. I have gained great knowledge reading it and plan to share the learned experience with others..

These days, every leader struggles with a paradox: you can't predict the future, but you have to be able to make sense of it to thrive. In the age of the Internet, everyone knows what's new, but to succeed you have to be able to sort out what's important, devise strategies based on your own point of view, and get there ahead of the crowd. Bob Johansen shares techniques the Institute for the Future has been refining for nearly forty years to help leaders navigate what, borrowing a term from the Army War College, he calls the VUCA world: a world characterized by volatility, uncertainty, complexity, and ambiguity. As the institute's ten-year forecast makes clear, leaders now face fewer problems with neat solutions and more dilemmas: recurring, complex, messy, and puzzling situations. *Get There Early* lays out the institute's three-step Foresight to Insight to Action Cycle that will allow readers to sense, make sense of, and win with dilemmas. Johansen offers specific techniques, ranging from storytelling to simulation gaming, as well as real-world examples to help readers turn the VUCA world on its head through creative use of vision, understanding, clarity, and agility. This book offers hope for leaders facing the constant tension—between a dilemma in itself—between judging too soon and deciding too late.

From the Publisher "No one can guide leaders from every sector through the challenges of a volatile, uncertain, complex, and ambiguous world like Bob Johansen! As one of our leading thinkers, he offers insights, advice and practical steps we can use to anticipate the future." --Robert Ivany, Former Commandant, US Army War College; current President, University of St. Thomas "Get There Early is an indispensable new book for today's business leaders. We at Procter Gamble having been working with IFTF and Johansen for many years, and have found their forecasts of the future and the process of taking these to action extremely helpful." --Robert McDonald, Vice Chairman for Global Operations, The Procter Gamble Company "'Foresight to Insight' has been extremely valuable to inform and provoke the Campbell's strategy. We worked with Johansen and IFTF to identify the Driving Forces and Impact Areas through a ten-year lens. The map we created will continue to influence how we lead and deliver on our mission to 'nourish people's lives everywhere, everyday.'" --Denise M. Morrison, President, Campbell USA "Johansen's methodology of using foresight to stimulate insight is a starting point for understanding the effects of current demographic shifts on tomorrow's world." --David E. Hayes-Bautista, Professor of Medicine, UCLA, and author of *La Nueva California: Latinos in the Golden State* "Charities seek to make the world a better place. *Get There Early* is essential reading for us, since it teaches the why, what, and how in one source. If we don't get there early, we probably won't get there at all." --Stephen Bennett, President and CEO, United Cerebral Palsy "Johansen demystifies the proven tools of forecasting so they're accessible to everyone. *Get There Early* is a DIY handbook for anyone curious about the future." --David Pescovitz, Co-Editor, BoingBoing.net; Editor-at-Large, MAKE; and Contributing Writer, Wired "A masterful book, full of professional and personal wisdom and great examples every step of the way to getting you there first. If you are leading or hoping to lead in today's world, this is the stuff you don't get in school--but must have to compete." --Bradley A. Perkins, MD, MBA, Chief Strategy and Innovation Officer, Centers for Disease Control and Prevention About the Author Bob Johansen, was president and CEO of the Institute for the Future from 1996 to 2004. The Institute for the Future (ITF), spun off from the Rand Corporation in 1968, is an independent nonprofit think tank in Silicon Valley that has been doing ten-year forecasting for more than 30 years. ITF makes sense out of alternative futures to help organizations make better decisions in the present. ITF works with a wide range of clients, including Procter Gamble, Deloitte, Disney, Office Depot, Ford, General Motors, HP, Intel, BP, the Lego Company, BMW, IBM, France Telecom, the UK Government Department of Trade and Industry, Unilever, Target, Tesco, Eastman Chemical, Best Buy, Honda, Steelcase, Herman Miller, Sutter Health, Ascension Health, Blue Cross Blue Shield Association, Humana, DuPont, Monsanto, Swisscom, Diageo, McNeil Nutritionals, and Time Warner. Bob recently retired as ITF's CEO -- though he remains on its Board and Leadership Team -- to spend more time consulting with ITF sponsors, writing, and speaking. He works mainly with senior executives -- CEO's, presidents, directors on innovation, and others across a wide range of industries. One of the first social scientists to study the human and organizational impacts of what came to be called the Internet and related technologies, Bob's focus is primarily three to ten years out into the future. He has a deep interest in the future of religion and its impact on business, society, and individuals. A social scientist with an interdisciplinary background, Bob holds a BS degree from the University of Illinois, where he also played varsity basketball, and a Ph.D. from Northwestern University. Bob also has a divinity school degree from Colgate Rochester Crozer Divinity School, where he studied comparative religions.