

Why The Future Begins

How 21st Century Managers Need To Change

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Trendspotter and Futurologist

20th MAP Convention
Karachi, October 3, 2018

Dear MAP Convention Attendee,

Thank you for coming to the 20th MAP Convention in Karachi on October 3rd, 2018.

These are the slides I presented without any of the images as they are not covered by the royalty rights that I pay for.

See you in the future,

Magnus Lindkvist

In 2018...

DD

Horizontal Change



Same thing happening in more places

R&D

Ripoff and Duplicate

Mimetic Desire

René Girard

all of our desires are borrowed from other people
and all conflict originates in mimetic desire

What is nobody else doing?

~~What are others doing?~~

Vertical change

Magic



We Are Becoming...

Fast-walking

Long-living

Urban

Blue Dots

Working as Priests

We Used To Be...
Slow-moving
Analogue
Hillbillies
With Short Lives
Obeying Priests

We Are Becoming...

Fast-walking

Long-living

Meaning-seekers
Urban

Blue Dots

Working as Priests

The Future

To Future

”You keep saming when you ought to be changing”

I.

2.

3.

1. Look elsewhere

2.

3.

Engineer

Ugly

Smells Bad

Says Strange Things

Very Intelligent

Salesperson

Looks Good

Smells Good

Says Right Things

Intelligent

1. Look elsewhere

2. Experiment

3.



COST
OF
DOING



COST
OF
WAITING

Learning?

”Success is toxic”

Risto Siilasmaa, Nokia Chairman

1. Look elsewhere

2. Experiment

3. Patience

Fashion is beautiful today but ugly tomorrow

Art is ugly today but beautiful tomorrow

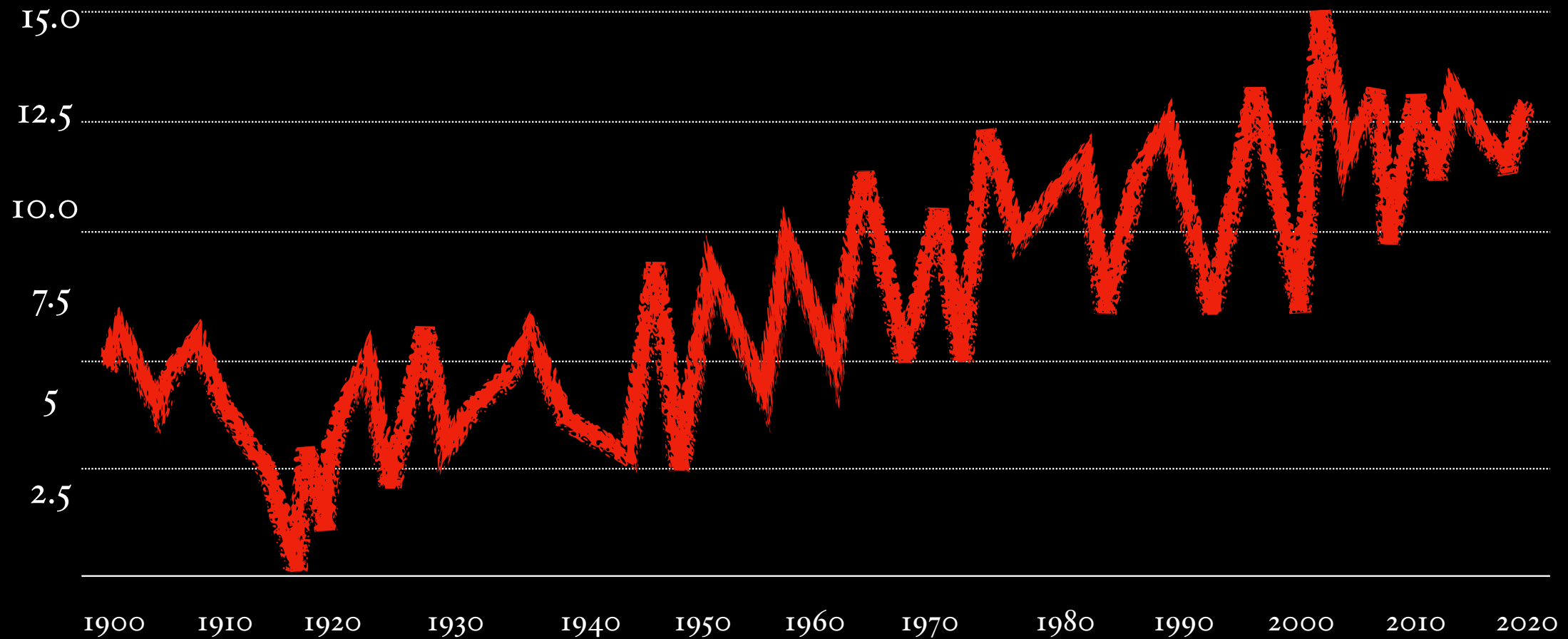
If you want to create something new,
you have to be willing to be
misunderstood for a long time

1. Look elsewhere

2. Experiment

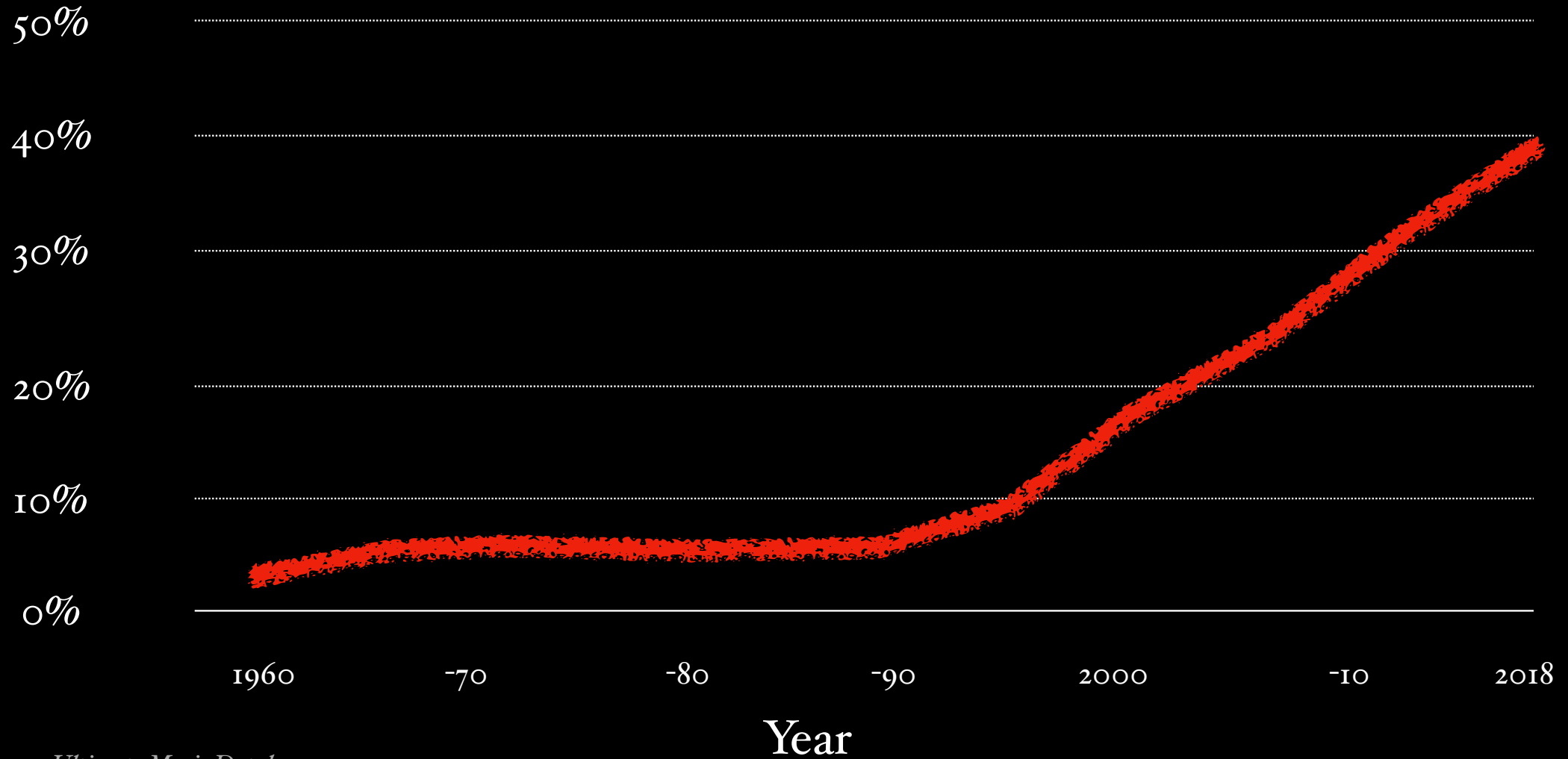
3. Be Ugly and Misunderstood!

Number of Nobel Prize Recipients per Year



Source: [nobelprize.org](https://www.nobelprize.org) and SAS Data Analytics

Number of Billboard Hot 100-songs with two or more songwriters



Source: *Ultimate Music Database*

Wedea

Be the best at what others are doing today?

Or

Be the best at what nobody is doing tomorrow?