



40 FUTURISTS ADVISE



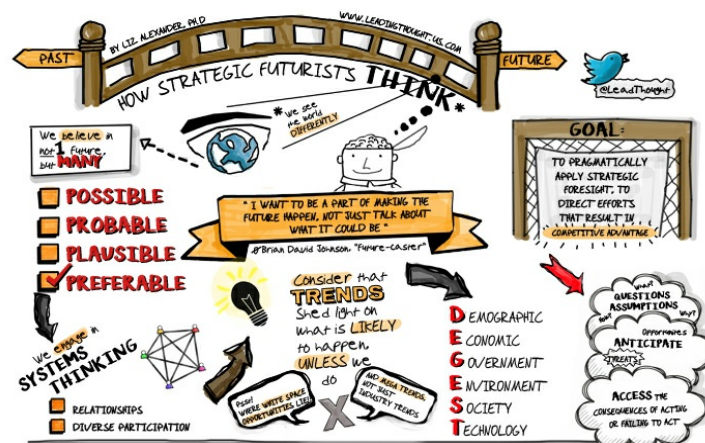
A Guide for Young People on the
Future of Work

Introduction

Hello!

One question I hear frequently from parents is, "How can I help prepare my child for their future work?"

So I contacted colleagues around the world, from countries including Australia, Canada, Singapore, the U.K., U.S. and New Zealand. Because who better to offer advice to a young person about tomorrow's world of work than a [futurist](http://www.leadingthought.us.com)?



Their responses fell *roughly* into three categories and are grouped in the following content according to the Attitude, Skills, and Contribution needed for future work.

I hope you'll be encouraged and inspired by the following ideas and perspectives. You're going to be exposed to people who make their living as futurists--a career choice many probably aren't aware of. And read about *multiple* possible futures, not just one.

Please let me know what you think about this ebook: drliz@leadingthought.us.com.

Liz Alexander, Ph.D.

FOREWORD

Before introducing specific insights from the other 40 futurists, here's the inspiring personal story of UNESCO Futures Studies Chair, Sohail Inayatullah. Showing just what is possible when you keep your eyes focused on the horizon.



Sohail Inayatullah

When I was a high school student at the International School of Kuala Lumpur, I asked my father for advice before going to university. I told him I felt anxious leaving home, especially as everyone from my class was going to different parts of the world. He said, "Do yoga/meditation."

When I got the University of Hawaii, that was what I did. I found a class at the campus center that was advertised as "free meditation" - perfect for a student.

Discovering the futures

Over the next few years, I discovered futures studies; a trans-disciplinary field focused on:

- (1) Challenging current assumptions about how we organize politics, economics, even knowledge itself;
- (2) Creating alternative futures through scenarios and action learning;
- (3) Transforming the present through finding a new narrative, a story that allows for compelling change.

Many thought I was wasting my time focused on spiritual issues and futures studies, suggesting instead I go to law school. However, that was not my passion. As Joseph Campbell said, "Find your bliss. And follow it."

So I did.

Discard your 'used future'

For those entering university or the world of work, I believe what is most important, is finding something you truly love and that you are rewarded for.

This does not mean shying away from discipline or the rules of whatever you end up doing. However, I am convinced that when we focus on our passion, then there is purpose. We do not mind putting in the hours as there is genuine excitement.

Some people, however, say to me, "But I don't know my passion." That then becomes the key: experiment, explore, until you find what you love. To come to that, it is important to discern your *used future*. Ask yourself, "What am I doing that does not align with who I am, that does not fit with where I wish to go, but I keep on doing it?"

It could be a habit, a way of thinking or a worldview. Something you have been told about the "right" way to do things. Once this can be ascertained, then you can replace that used future with a *genuine* future: a future you wish for.

Inner talk

These used futures often have an underlying metaphor. For me, this was the story of "nothing works out." I realized that I would say this over and over to myself, until it had become a mantra. When someone pointed this out, I was shocked. I did not realize it had become a way of knowing the world; it had become fact. Over the next decade or so, I started to tell a new story: "Things always work out." And I started to gather evidence for it.

When there were stumbling blocks, instead of focusing on the immediate and very real pain, I focused on the direction of where I was going. The crucial part is asking, "What is the story I tell myself about the way that the world is?" If that story aligns with the way you wish your reality to be, then stay with it. However, often that story is not ours, but a used narrative, a *colonized story*. A new, decolonized metaphor is required. And that story requires systemic support, daily practices that can help create that desired future.

Futures work

Inner work and futures work are certainly linked. They help make us flexible. Instead of focusing on a particular truth, we look for many truths, alternative realities, and possibilities. Both approaches help us navigate how the world is changing.

And the world *is* changing: whether it's the rise of Asia, robotics, the Third Billion, or peer-to-peer economic transformation. These are not ordinary times.

You could think, "The beginning is near." Or: "Our world and way of thinking is ending." Either way, be prepared to create a new one.

Learn more about Sohail and his work at: www.metafuture.org.

Our 40 Futurists

The participating futurists, representing Australia, Brazil, Canada, Jamaica, New Zealand, Norway, Pakistan, Singapore, the United Kingdom and the United States of America.



Part One: Attitude

Brian David Johnson - "Be curious."



Before taking up his current position as Futurist-in-Residence at Arizona State University's [Center for Science and the Imagination](#), Brian was Chief Futurist at Intel.

"First: Be human. It's the one thing the machines won't be able to do. Second: Be Curious. Be curious about everything. Be curious about new technology. Be curious about new people and cultures. Even if you don't like something or someone, be curious about it—find out why. We are about to enter an age of sentient machines and with these two skills you'll be just fine."

John Mahaffie - "Keep learning..."

John is a futurist who, since 1987, has served organizations wanting to understand change and find their pathways forward. As a speaker, [consultant](#), and writer he draws his insights from a full-time exploration of the future.



Here he shares advice offered to his son Charlie, a college freshman:

As you leave for college, you already have a dream of the exciting work you want to do. So dive in deep. Do all the things that help you reach that dream. But make sure you also keep learning how to learn.

*We only have a sketchy knowledge of the future: your future world. To make it the best it can be, you need to be getting ready now for...well, just about anything! Stay sharp, stay open, keep learning, and it'll be great.
Dad.*

Julie Friedman Steele - "...and unlearning."

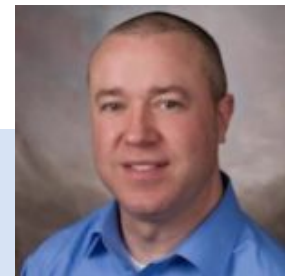


Julie is Board Chair and Interim Executive Director of the World Future Society.

"Your generation is entering an economy that is more turbulent and fast-changing than ever before. Barring a major disruption, this norm will continue well into your adult life. As important as it is to be a life-long learner—constantly acquiring new skills—it's perhaps even more important to be a life-long *un-learner*. The more we learn and the older we get, we tend to solidify a worldview and become stuck in it. To succeed in a constantly changing world, be always open to new paradigms and ready to unlearn everything you think you know about the world."

Frank W. Spencer IV - "Create your future."

Frank is founder and principal of Kedge, a global foresight, innovation and strategic design firm. He's also lead instructor at The Futures School, a foresight training program held in over 20 countries around the world.



As the developer and lead instructor of The Futures Institute at Duke University's Talent Identification Program in 2010 and 2011, I had the privilege of working with a large group of high school students who were excited about using foresight to shape their future careers. The popularity and success of the course stemmed from the fact that we taught the students how to pursue work that is passion-oriented, aspirational and transformational.

In other words, we taught them how to create the future, both individually and collaboratively. My ongoing advice for today's students is to leverage a futures-empowered mindset to create new opportunities in an exponentially changing world.

R.K. McLay - "Prove yourself wrong"



R.K. is CEO of an experimental web app called [PredictionPlanet®](#) and the author of the young adult fiction series, [The Rahtrum Chronicles](#). He is also a consultant specializing in business transformation.

"All of our modern conveniences and medical and technological advances are the result of a successful epistemic technique called science. Science strives to discover what is true. It is innately self-correcting (i.e., seeks to disprove its own theories) and filters out human biases.

"Learn the fundamentals of scientifically-established knowledge and what they say about us and our universe: physics – core theory, biology, chemistry, geology, psychology, cosmology.

"Practice thinking scientifically and skeptically; develop a reliable 'bullshit detector.' Whatever your eventual profession and future entails, this will help you become versatile, curious and formidable, as an analyst, planner, strategist and problem solver."

Phil McKinney - "Go do it. Create."

Phil is an award winning innovator whose technologies and products are currently used by millions of consumers and businesses worldwide. The teams he has built were named by FastCompany and BusinessWeek as being one of the "50 Most Innovative." He hosts the nationally syndicated talk radio show [Killer Innovations](#), and is author of [Beyond The Obvious](#), where he shares his experience and methodology to create game-changing innovations.



The opposite of bravery is not cowardice, it is conformity. As a society we reward conformity. Conformity to the past is comfortable but it is not the path to success in the emerging creative economy. Be brave and create things that no one else has done. Don't be in the 75% of the population who say that are NOT living up to their creative potential. Take risks and don't let fear of failure hold you back. Go do it. Create.

Dana Klisanin - "Hold high standards."

Dana is Founder and CEO at [Evolutionary Guidance Media R&D, Inc.](#), a New York-based research and design firm.



An award-winning psychologist and futures scholar, she designs avenues to bring about sustainable futures and consults with individuals and companies about leveraging the benefits of mindfulness.

"There's always going to be someone else who has similar skills. To stand out in tomorrow's world of work, hone your character strengths and virtues.

"Stand out by holding yourself to high standards. Be grateful for the work that comes your way. Don't let feelings of entitlement get in your way. Express excitement about the job and go the extra mile – do more work, do it before it's asked of you, do it with a smile. Take a course in mindfulness. By staying in the present moment you will capture more of what's going on around you and be better prepared to take action on behalf of yourself and others."

Larry Quick - "Change *ahead* of change."



Larry is CEO of [Resilient Futures](#) in Melbourne, a think-tank of researchers, analysts, strategists and coaches who develop, teach & advise on strategic frameworks purposely designed to address disruptive change and foster resilience in organisations and communities. He's also co-author of [Disrupted: Strategy for Exponential Change](#).

Always remember, you have an innate capability to generate a resilient future, for yourself and others. Inside you is a knowledge that is ready to deal with anything that comes your way. Whether that be what appears as an overwhelming challenge, or the normal rough and tumble of daily life. You have the ability to take a headwind and make it a tailwind, for good. This knowledge doesn't come freely. It requires you to be willing to change ahead of change.

Staying still when the world is moving around you is an option that is more costly than your opportunity to change ahead of inevitable change. In doing so you will have the right to create the future, rather than be created by it.

Verne Wheelwright - "Think strategically"

Verne is founder of the [Personal Futures Network](#), and author of [It's YOUR Future...Make It a Good One](#).



1. Think very seriously about what you want your life to be like ten and twenty years from now.
2. Decide what you will have to do, and how you will do it (strategies).
3. Make a plan to execute each of those strategies, including when each strategy must be accomplished. Follow your plan!!!!

Frank Feather - "Explore being an entrepreneur."



Frank is a Digi-transform Strategist, Author, and Keynote speaker. He gives his two teenage daughters this same advice.

Always look ahead. The nature of work constantly evolves. Be alert to career threats and opportunities. Especially track technology and digitization. The Info-Digital Revolution impacts every sector globally, making many companies less relevant or obsolete, while creating brand new ones. Digitally competitive skills are required. On a personal level, imagine the kind of life you would like in 10 years' time and the type of "work" you would prefer to do. Consider being a freelance entrepreneur rather than working for an organization.

Maree Conway - "Be open-minded."

Maree is a Strategic Foresight Practitioner and Researcher at [Thinking Futures](#) in Melbourne, Australia.



"Look ahead with an open mind. Watch for change that will keep rearing its head, making you adapt how you work. If you don't, you'll stay trapped in the present and miss the future until it's too late. In this process of grappling with constant change, stay connected. Keep the human in your work and your technology use--they're equally important to your work and future careers."

Ira S. Wolfe - "Seek different perspectives."

Ira is President of [Success Performance Solutions](#). Download his white paper about today's VUCA (Volatile, Uncertain, Complex and Ambiguous) world: [When The Shift Hits Your Plan](#).



Embrace change. Get comfortable with it because it's going to be a bumpy but exciting ride going forward.

Ask lots of questions, especially from people who may not agree with you. Listen carefully for interesting answers you didn't suspect. When everyone agrees with you, find some new friends. Make sure you're open to and getting fresh perspectives. Understanding helps you find meaning in what you do, and to stay focused on the big picture.

David Houle - "Stay healthy."

David is a professional futurist who has spoken on six continents and 14 countries with some 700+ speeches. He has authored or co-authored seven books about the future and has just launched a global non-profit <http://thisspaceshipearth.org/> to face Climate Change.



"At least one if not three of the careers you will work in have yet to be created.

"Get an education that prepares you to be a creative thinking generalist.

"Stay healthy. Anti-aging breakthroughs will mean that you will be able to live to 120, so you will probably work 60+ years

"Climate Change will be the dominant reality of your lifetime. Face it fully."

Anna Simpson - "Think: Adventure playground."



Anna Simpson is Curator of the [Futures Centre](#) at Forum for the Future, and author of two books on design thinking and innovation. The Futures Centre brings people together to track change and find opportunities to accelerate action for a sustainable future.

"Tomorrow's world of work is breaking free of former frameworks. Profession, career, fast track, expert, line manager: these are all words nearing their expiry date. In their place is a world of vast possibility and fluid structure.

Your path can be less like a ladder and more like an adventure playground. Think about the challenges you want to take on, what [skills](#) you have, and who you need on your team. Keep agile, with your eyes and mind wide open to new possibilities - in yourself, all around you, and beyond what you can imagine."

Neil Richardson - "Learn everywhere."

Neil is Director of Advancement, Partnerships & Continuing Education at the University of the District of Columbia and UDC Community College in Washington D.C. He's also co-author of [Preparing For A World That Doesn't Exist - Yet](#) and recently launched the website www.emergentaction.com.



Learning with and from other people's experiences, books and the Internet is critical. In the past, and even in most schools still, teachers are seen as experts, and they are - but in a limited way. Learning should include incorporating as many perspectives as possible to get a baseline of context. And from this context we use our judgement and wisdom to make choices and understand concepts. Find teachers who want to be deeply interactive and also understand that learning is something we all must do beyond the classroom.

Patricia Lustig - "Horizon scan."



*Patricia is a widely recognised and talented practitioner in Strategic Foresight, strategy development, future thinking and innovation. She is the author of **Strategic Foresight: Learning From the Future**.*

"Think about what is going on around you. Futurists call this 'horizon scanning.'

"Look for ways to make sense of it all, and what will it mean for you.

"Then, in figuring out what job you might like, think about what excites you. Fill your future with specifics: Where would you like to work? Which sector? What type of company: small, medium or large? That will help you identify what **skills** and knowledge you will need.

"If you are not yet sure where you might like to work, what could you do to find out? How could you try various jobs to help you, as you to continue to scan for possibilities?"

Christopher Bishop - "Get ready for 'cool'."

*Chris speaks, consults and writes about the future of business, culture and society. He is passionate about ***improvising careers***, sharing the story of his nonlinear, multimodal career path to inspire people to reinvent themselves in the 21st century's global, borderless workplace.*



"Hey, how ya doing with Pokémon GO? Did you catch some cool ones to feed or evolve? Heads up: augmented reality will be a key part of how you do one of your many jobs. I know you are stressed about tests and getting into college, but chill. 85% of the jobs you are going to do haven't been invented yet. And you'll be using technology that will make your iPhone look like a Victrola. (Ask your grandmother what that was.) You'll be doing really fun stuff in sustainable energy, space travel, autonomous vehicles, implantable medical devices, molecular robots. Stay focused, but know that the future is going to be really cool!"

Next Up: Skills

Part Two: Skills

Hazel Henderson - "Be a planetary citizen."



*The founder of [Ethical Markets Media](#), Hazel is also a world renowned futurist, evolutionary economist, a worldwide syndicated columnist, consultant on sustainable development, and the author of *The Axiom and Nautilus* award-winning book [Ethical Markets: Growing the Green Economy](#) (2006) and eight other books.*

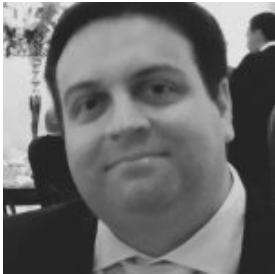
"Try to keep all your wits about you and don't get too narrow in your pursuits. I gave similar advice to my grandson, who was very discouraged about the state of the world we adults had created! I agreed, but asked him to check out all the free MOOCs there are today, where he could begin educating himself along his own interests before signing up for any college. And NOT to take out any student debt. He discovered Kahn Academy and found this MOOC very helpful. He got his BA online with the University of North Arizona, from his home in that state and its community college.

"Become a generalist. Begin by understanding how the planet functions by using your daily income of free photons from our Mother Stare : the SUN!

"If any high-schooler is ready to learn how to become a planetary citizen, visit me online at www.ethicalmarketsexploratorium.com and watch our TV shows on www.ethicalmarkets.tv."

Flavio Liberal - "Skills for the unpredictable."

Flavio is a futurist thinker and entrepreneur based in Sao Paulo, Brazil. He focuses on exponential



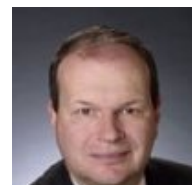
technologies and social disruption impacts in education. He is co-founder of [TESI Education](#), an innovation readiness start-up that helps prepare students for global changes.

Focusing mainly on skills rather than a profession should be the primary goal for high school students that will be graduating in the next 5-10 years. It is still a blur how profound and fast the impact of technologies like Artificial Intelligence (AI) and Robotics will be. Previously we had a misconception that these technologies would replace only mechanical and not creative tasks. However, we now see this falling apart when we read about bots writing poems and creating brands' logos.

So, how can you be prepared for the unpredictable? What are these skills? Critical-thinking, communication, creativity, problem-solving and self-guidance skills are necessary, along with entrepreneurship and coding skills.

David Smith - "Define *your* work."

As a wicked problem solver, dynamic visionary, product creator, technologist, strategic planner and [business executive](#), David has a world- renowned reputation and remarkable track-record as a global futurist. He was named one of the seven top global futurists in the Millennium issue of Businessweek feature entitled, "What Technology will be like in 100 years"



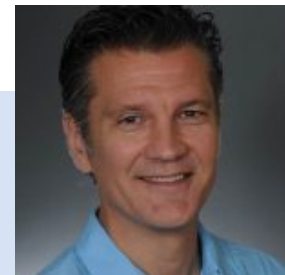
First, realize that for today and tomorrow we are in a time of life-long

learning. The old paradigm of school, work, and play is over. The next generations will do all of these as a “Blended Lifestyle” approach.

Second, take time to find mentors and apprenticeships. During the last century we lost the importance of these and with the growth in careers that you will have in your lifetime these will help define you, and take the time to do this for others. You live in the networked age powered by digital technologies that drive an exponentially expanding knowledge base and connect a diverse, globalized world. Yes, these are amazing times. And third, always remember that *you* define your job and work. Do not let them define you. The hard thing about planning your life is you have no idea where you're going, but you want to get there as soon as possible."

Andy Hines - "Be hard to automate."

Andy is Assistant Professor and Program Coordinator of the [Graduate Program in Foresight](#) at the University of Houston.



Taking a Machiavellian approach, I'd look for jobs that are difficult to automate, such as those that involve personal services, relationships, and associated people skills. To prepare, build a foundation in creativity and foresight, along with critical and systems thinking. Add in the ability to learn about new and diverse subjects quickly; the jack-of-all-trades is actually better positioned for the future than the deep subject matter expert. To complete the package, "do what you love, and the money will follow."

Anne Boysen - "Multi-colored collars."



*Anne, who is originally from Norway, is a graduate of the **Foresight program** of the University of Houston and helps companies prepare for the youngest generation. For her work specializing in Millennials in the workplace, she draws on research methods from social science, data analytics and foresight.*

"47% of existing jobs will disappear, but mostly 20th century jobs. Beyond the blue-white collar binary, our collars will turn green, pink and yellow, with some black turtlenecks here and there. Green jobs will make our production systems smarter, cleaner and more efficient. The elder boom will bring greater need for caretakers, both human and robotic. Yellow collar is about creativity, which is still harder to outsource to computers.

"Ask yourself: Could this task be done better by a computer or somebody 5000 miles away? If not, claim your skill and get good at it!"

Nereida Perez - "See the world."

Neddy is Vice President Global Diversity & Inclusion, Talent & Organizational Capabilities at Ingersoll Rand.



1. Study a second Language whether it is Spanish, Mandarin or German.
2. Travel with your family or friends but get out of the U.S. and see at least 3 countries before you are 27 years old.
3. Pursue a degree in Science, Technology, Engineering or Math. If you don't plan to go to college than sign up for an apprenticeship program in STEM. Some 71% of all jobs in the U.S. over the next 10 years will require knowledge or degrees in STEM.

David W. Wood - "Update your awareness."



David is Principal at Delta Wisdom and Chair of [London Futurists](#).

"The successful citizens of the future will be those with the ability to expect the unexpected. In practical terms, four specific skill sets will be especially valuable. 1) Agile work methods (such as scrum and lean); 2) continuous learning; 3) emotional intelligence so that our emotions don't sabotage our ability to make necessary changes.

"Perhaps most important of all – 4) constantly updated awareness of the fast-evolving capabilities of the single biggest driver of change, namely artificial intelligence, machine learning, and smart automation."

Jared Weiner - "Intelligence vs. smarts."

Jared is Executive Vice President and Chief Strategy Officer of [The Future Hunters](#), one of the world's



leading futurist consulting firms. Jared evaluates emerging social, technological, economic, political, demographic and environmental trends in the global marketplace – and identifies the strategic implications (the “So what?”) of those trends for several of the most influential Fortune 500 companies, trade associations and public sector clients.

The future will not be about memorizing facts or mastering programmatic skills. Technology is increasingly capable of doing those things as well, if not better, than people. Some refer to that process as outsourcing or disintermediation. We call it “othersourcing.” As a result, education, as we’ve long known it, will be less useful. And, many of yesterday’s most common jobs will no longer exist.

So...what's next?

The future will increasingly be about new methods of individualized learning. It will be important to learn how to learn. It will be important to be adaptive. These are the skills that will be most useful – and most prized by employers – in the workplace of tomorrow. The work you do in the future will be far more about intelligence (the ability to apply novel thinking to never-before-seen challenges) and less about smarts (the ability to memorize, retain and apply information).

Andrew Staines - "Focus on fundamentals."

Andrew is a government futurist and innovator who has worked across environmental, social and economic policy areas, briefing the UK Cabinet on issues as diverse as demographics, IP law and crypto-currencies. In his spare time he's developing food security technologies in his back garden with a long term dream to grow coffee in Scotland.



"Remember, it's not about the latest tech or trend, we don't all need to learn to code on today's platforms because it would have all changed by the time you're ready to deploy your skills. Focus on the fundamentals; think critically, be able to manipulate data, have a flexible worldview, things change all the time and so do we. Practice speaking and writing to others whenever you can, however scary that is to you.

"With increasing automation and changing work patterns, think positively about what it can do for you and how best to develop your own niche. Being a futurist was not mentioned in my career chat at school."

Joel Barker - "Build a better brain."

Joel is a world-famous futurist, author, video maker, and inventor. He was the first person to popularize



the concept of paradigm shifts for the corporate world.

Learn to code; it is the language of the 21st century. Learn Spanish as well. Mastering those two languages is as much about building a better brain matrix and expanding the problem-solving capacity of your brain than iust about communication.

My son is a programmer and has a BA in Chinese along with economics. When he is working an especially difficult problem, he switches to Chinese to change his perspective. That's a great advantage over a one language, no coding competitor.

Read widely outside your normal interests because the great ideas of the 21st century are going to be combinations of ideas that have been already thought of.

Build a friendship base and honor and respect it.

Wendy Schultz - "Be multi-disciplinary."



Wendy is an academically trained futurist with over thirty years of global foresight practice and director of [Infinite Futures](#).

"Learn programming and media production - those will be the primary languages of the future - but study biology. We are moving from the digital age into a biological (biotechnology, bio-engineering, synthetic biology) age, and people who are still obsessing over digital capabilities to the exclusion of all else will be left behind. Don't hack machine code, hack biological code."

Thomas Frey - "Take Your Pick."

Thomas' website, [Futurist Speaker](#), offers a wealth of information, including a [video about preparing for over 160 jobs that don't yet exist](#). He is Chief Futurist at the [DaVinci Institute](#) and Google's top rated futurist speaker.

The following "14 Hot New Skills" is one of his blog posts:

- Transitionists – Those who can help make a transition.
- Expansionists – A talent for adapting along with a growing environment.
- Maximizers – An ability to maximize processes, situations, and opportunities.
- Optimizers – The skill and persistence to tweak variables until it



produces better results.

- Inflectionists – Finding critical inflection points in a system will become a much-prized skill.
- Dismantlers – Every industry will eventually end, and this requires talented people who know how to scale things back in an orderly fashion.
- Feedback Loopers – Those who can devise the best possible feedback loops.
- Backlashers – Ever- new technology will have its detractors, and each backlash will require a response.
- Last Milers – Technologies commonly reach a point of diminishing returns as they attempt to extend their full capacity to the end user. People with the ability to mastermind these solutions will be in hot demand.
- Contextualists – In between the application and the big picture lays the operational context for every new technology.
- Ethicists – There will be an ever-growing demand for people who can ask the tough questions and standards to apply moral decency to some increasingly complex situations.
- Philosophers – With companies in a constant battle over “my-brain-is-bigger-than-your-brain,” it becomes the overarching philosophy that wins the day.
- Theorists – Every new product, service, and industry begins with a theory.
- Legacists – Those who are passionate and skilled with leaving a legacy.

Ron Esser - "Maybe the military?"



Ron has worked as a Strategic Plans Officer in Military Intelligence. He is currently writing the strategic plan for the Museum of Military History, in Kissimmee, Florida. As well as looking into the strategic implications of Advanced Manufacturing in the U.S.

"Congratulations! Have you considered the Military option?"

"If you would prefer not to acquire debt for college, perhaps you should consider a military academy? There are four: Army, Navy, Air Force and Coast Guard. The Navy Academy is also for Marines. Not only are you getting paid to get an education, you know you have a job upon graduation.

"If these are not an option for you, considering reducing your college debt with a Reserve Officer Training Corp (ROTC) scholarship. You will acquire knowledge, skills and abilities and friendships that will enhance your future.

"Good Luck!"

Ron

Kate McCallum - "Get creative."

Kate McCallum, MA, is a Media Futurist, Producer, Writer and Speaker specializing in transmedia. She founded the c3: Center for Conscious Creativity whose mission is to "Create a better future through arts and media," and she serves as the Chair of the Global Arts and Media Node for The Millennium Project, a global futurist think tank.



To work in the fields of arts, media and entertainment, learn how to write, shoot and edit your content then distribute it online to a global market. Technology has democratized media and storytelling. Emerging technologies where billions of dollars are being invested—like 360, Virtual and Augmented Reality—are disrupting traditional media and will create thousands of new jobs, not only in entertainment and arts, but in education, medicine, journalism, travel, commerce, military, and science. Read great literature, watch great films, and learn the art of storytelling no matter what field you enter. Purchase a 360 camera and start experimenting and training your mind to create in this spatial format.

It's the future!

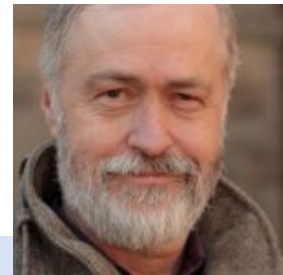
Turn next for the final section, on the importance of Contribution (not only Attitude and Skills)

Part Three: Contribution

Charles M. Johnston - "Think about the future."

Charles is a psychiatrist, author, and futurist. He's best known as the originator of Creative Systems

Theory, a comprehensive framework for understanding change, purpose, and interrelationship in human systems. You can find his blog at www.culturalmaturityblog.net.



It wasn't long ago that everyone had classes on history, but in school only rarely did people look to the times ahead. Doing so has now become critical. And I encourage you not just to reflect on the future in terms of new inventions and technologies. Think about the kind of world you would want to live in decades ahead and the kind of world you would want to create for your children and your children's children.

Live your life in a way that reflects the answers to find and your life will contribute to larger well-being. More personally, doing so will mean that your life will always be imbued with a sense of purpose.

Gray Scott - "Solve big challenges."



Gray is a futurist and one of the world's leading experts in the field of emerging technology. He is the founder and CEO of SeriousWonder.com and a professional member of The World Future Society. He has frequently appeared on and been interviewed by the Discovery Channel, History Channel, Forbes, CBS News, VICE MOTHERBOARD, Al Jazeera America, FOX News, The Washington Post, and Psychology Today.

"Begin studying the future. Research emerging technologies. Look for ways to solve pressing problems. The world needs affordable, clean water, food, and housing. Create apps, codes, and robots that can address these issues and you will be ready for the future. Ask your teacher about creating a study or research project on the future. What kind of future do you want to live in? Visualize that future and work towards making it happen."

Leon Young - "Your most important tool is..."

Leon is a Futures Concepts Strategist. He has leveraged 20 years as a military strategist and is a professional futurist, specializing in organisational strategic thinking development.



You will change the world. You will be changed by the world. So think about the big picture and always have a vision of where you are going.

Without these you will get lost. With these, you will find your path. Oh and - read, write, read, write. Don't forget to build your most important tool, your mind.



Jennifer Gidley - "Live your passion."

Jennifer is President of the [World Futures Studies Federation](#) (UNESCO Partner), a psychologist, educator, futures researcher and author of [Postformal Education: A Philosophy for Complex Futures](#) (Springer) and [The Future: A Very Short Introduction](#) (Oxford University Press).

"Focus on what you love to do and how you can best make a contribution to the world of tomorrow. Don't get trapped into "training" for jobs that won't exist. Forget about the words "work" and "employment" – they are part of the old industrial era model being swept away. Be creative and resourceful.

"Imagine the possibility that you can make a living doing what you love and are good at. Be a social or ecological entrepreneur (putting people and planet before profit). You can make a good and healthy living that way."

Claire A. Nelson - "Reinvent yourself."

Claire is a Futurist, Sustainability Engineer, Social Entrepreneur and Storyteller with 30 years of experience in international development. As Ideation Leader of [The Futures Forum](#), Claire - a global citizen with visitations to over 40 countries - hopes to help bring diverse perspectives to meet the challenges of how we create thriving futures, to leaders and organizations around the world. Her current public interest research is a transmedia storytelling project "OUR SHARED FUTURE: A Day in the Life in The Year 2030," which aims to help build consensus about life in 2030 for at least ten percent of humanity.



I am imagining speaking to my Goddaughter Kimani, who is 13 years old and going into High School this Fall, here in Maryland:

"Imagine, if you will, a world where there are eight billion people and instead of visiting a doctor to check on your sore throat, you go to a Kiosk in the pharmacy and breathe into a cup and the kiosk tells you which throat spray to buy. By the time you graduate college this may very well be the world you inhabit.

"I am thrilled that you want to do biomedical engineering and follow in my footsteps somewhat. But I don't want you to give up the violin, or the goofy stories you write. Because in the world of work in 2025, when you will be done with BSc. and MSc. and DSc., you must go all the way otherwise you will not have long-term job security like I have had for 30 years.

"So you will need to be able to do at least three jobs, like a good Jamaican. That way you will always be able to, as we say, "turn your hand, make fashion." Your success will depend on your ability to *learn* to learn, and the capacity to reinvent yourself--again and again and again."

Stephanie Pride - "The Six Cs."



*Stephanie is a professional futurist who heads **StratEDGY Strategic Foresight**. The company provides a wide range of services related to understanding the future, including keynotes, workshops, project design & leadership, training and coaching.*

You'll be entering the workforce in a world that is ever more complex and fast-paced, with unprecedented connectedness, data richness and transparency. It will also be a world that is ever more resource-constrained and fragile, with political instability, economic upheaval and growing inequality. More than any technical skills, you will need the following attributes: courage, confidence, curiosity, creativity, connection and compassion.

You'll need the courage and the confidence to tackle the big problems of climate change and global governance. You'll need curiosity and the creativity it unleashes to find solutions where we currently have none. You'll need the ability to connect to draw on everyone's ideas for innovative responses. Above all, and because the challenge and the opportunity of shaping the world's systems anew will fall to your generation, you'll need compassion to ensure our future world is one where the vulnerable are cherished.

Rohit Talwar - "Challenge conventions."

Rohit is a global futurist, keynote speaker and CEO of [FastFuture Publishing](#).

"Look at new developments with an open mind. Our world is going to change dramatically through progress in fields such as Artificial Intelligence, enhancement of the brain and body, and radical life extension by 50-100 years. Think about how these developments could impact you, those around you, and the world at large. Challenge conventional wisdom that says we must accept all new advances. Be prepared to use your voice and your vote to ensure that all advances in science and technology are harnessed for the betterment of humanity.

Make sure we are creating A Very Human Future."



Liz Alexander, Ph.D. "Step up - and lead."



Liz is a consulting futurist and co-founder of Leading Thought, a global consultancy that ensures clients "pre-adapt" to the changes ahead, in order to prepare for potential threats, be open to fresh opportunities, and secure competitive advantage.

"I read recently that 3,700 of the world's species are disappearing at a rate 100 times faster than is considered normal in nature. Many will become extinct by 2020. I believe that includes a lot of people who currently head organizations and call themselves "leaders."

"It's not that leadership is going to go away. We're always going to need leaders. People whom, as my mentor Joel Barker defines them: "Others choose to follow in order to reach a desired future they would not get to by themselves."

"But the belief that only *some* people are suited to being trained and developed as leaders; that leadership is something only for the chosen few, is no longer sustainable. In fact, I don't think it's ever been true--yet companies continue to spend billions of dollars on leadership training when companies continue to suffer from a lack of employee engagement, low levels of public trust and overall discontent with the way top leaders, especially, think and behave."

"*I believe* that we've arrived at the *Moneyball* moment for leadership. Remember that movie about Oakland A's General Manager Billy Beane, starring Brad Pitt? How players that were previously ignored because they didn't fit "the profile," or for some other biased reason weren't given a chance to show what they *could* do? Not until Beane found that there was a different and better way of identifying their value.

"That's the new paradigm you're stepping into. Anyone and everyone that chooses to, is qualified to lead. So step up when the need arises. Believe me, it's never been more important!"

About Dr. Liz Alexander



I'm co-founder and resident futurist of global consultancy, Leading Thought. Passionate about influencing and shaping my own future, every few years I reinvent myself to stay energized and relevant.

So how did I get to the place I'm at now?

Not by some neatly proscribed, linear route, I can tell you. Over the past 30 years I've been a secretary, marketer, broadcaster, researcher, journalist, author, career coach, life coach, graduate student, public speaker, book consultant. And now I'm a futurist.

Spot a number of trends in there? Ones connected with lifelong learning, communicating, and maximizing others' potential? I discovered what I'm good at over time, by experimenting and always saying, "Yes...and." Truly, that's the best "future" career advice I can offer you!



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