

BUILD FOR TOMORROW

An Action Plan for Embracing Change, Adapting Fast, and Future-Proofing Your Career

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MAIN IDEA

The moments of greatest change in the economy can also be the moments of greatest opportunity in your personal career, as long as you know what you're doing.

The reality is we all experience change in pretty much the same four phases every time:

- First, we panic.
- Then, we start to grudgingly adapt.
- Next, we find a "New Normal".
- And finally, we reach the stage where we wouldn't ever like to go back to how things used to be.



To successfully build for tomorrow, position yourself to thrive no matter what tomorrow's needs ultimately turn out to be. To do that:

- Pause when others start to panic.
- Be the first to change, before you have to.
- Lead the charge to the New Normal.
- Seize new opportunities that did not exist before.

"We live in a time of great change. We may not be able to predict what's coming, but there is work we can do now. We can begin to build a trust inside ourselves, to feel confidence that we can make the most of the future. Change will always be part of the bargain. We only do ourselves harm by clinging to the past, and by believing that yesterday contained all the answers. It doesn't. We must build, and there is only one direction to build in. It is toward tomorrow."

– Jason Feifer

Phase 1 – Panic Pages 2 - 3

The scary thing about change is you feel powerless, and maybe disenfranchised. You want to make it stop, so you go defensive, or you make a knee-jerk decision you hope will solve everything. It won't. Instead, look at panic as something to harness, not something to hide from. Overcome panic by forcing yourself to think about what has been gained.

Phase 1
PANIC!
Pause when others panic, ask:
• What am I doing differently?
• What new skills will I learn?
• How can I use them elsewhere?

Phase 2 – Adapt Pages 3 - 4

When things are changing, you often have more control than you think. Always view change as an opportunity to be freed of the thing you don't like about the status quo. Change before you must, and get in the vanguard of working your future job. Work the options and go where they lead with energy and enthusiasm. Make it your goal to be the first to change, not the last.

Phase 2
ADAPT
Be the first to change, or even better, change before you have to. By being more adaptable, you'll prosper no matter what.

Phase 3 – New normal Pages 5 - 6

You have to create your "New Normal" whenever change arises. Don't jump to conclusions, or try and oversimplify. Lead the charge to the New Normal, whatever that may be. And don't view that as your destination either. It will simply be a place to plant your feet until it's time to jump again.

Phase 3
NEW NORMAL
Always view the world as an ever-changing place full of variety, and lead the charge to the New Normal. Move fast.

Phase 4 – Won't go back Pages 7 - 8

Inevitably, you'll reach a moment where you think you never want to go back to the good old days. That's progress. Good changes stick, and they always create opportunities that did not exist before. Seize them and prosper, and start building for tomorrow.

Phase 4
WON'T GO BACK
Be proactive about seizing the new opportunities change brings. They will be there every time. Change comes through doing.