

FLASH FORESIGHT

How To See The Invisible And Do The Impossible

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MAIN IDEA

A flash foresight is defined as “a blinding flash of the future obvious.” It is the ability to intuitively grasp what will unfold in the foreseeable future and then to understand the hidden opportunities involved. If you can come up with a flash foresight, you in effect solve your biggest problems before they happen.

You’ve probably already had an occasional flash foresight where you’ve caught a glimpse of where things might be heading and followed your gut instincts and things turned out very well. Fortunately, flash foresights aren’t random – learning how to consistently generate them is a business skill which can be developed, refined and strengthened.

There are seven triggers which you should understand and then consistently and systematically apply to generate more flash foresights:

1. Start with certainty – know the hard trends
2. Project – base your strategies on what you know
3. Transform – use technology-driven change
4. Skip your biggest problem – get to the real issue
5. Go opposite – head in the other direction
6. Redefine and reinvent – leverage uniqueness
7. Direct your future – be preactive

These triggers are like the notes on the musical scale. You won’t use all of them in every flash foresight but many flash foresights will be a combination of a few of these triggers. Learn to use all seven mental processes consistently well and you increase the likelihood you’ll generate worthwhile flash foresights.

Take those triggers and start looking into the future more regularly. This is a situation where the more you look, the more you’ll see. Sometimes a flash foresight will be about an amazing use for a new technology but more often flash foresights come from looking at the future in a different way and then getting there before someone else does.

In the past, flash foresights were useful to have but not essential. Today, the pace of change is so rapid flash foresights have become essential. It’s well worth your time to learn how to make them.

Seven triggers for generating flash foresights



▶ 1	Start with certainty	Use all available hard trends to predict the future
▶ 2	Project	Base your strategies on what you see coming soon
▶ 3	Transform	Use technology to build your competitive advantage
▶ 4	Skip your biggest problem	Get down to brass tacks, not superficial issues
▶ 5	Go opposite	If everyone heads one way, go in the other direction
▶ 6	Redefine and reinvent	Identify your uniqueness and leverage it better
▶ 7	Direct your future	Take command or someone else will do it for you

Trigger #1 – Start with certainty Page 2

Always base your strategies on what you know for certain will happen in the future because of the hard trends which are already in place. Don't get boxed in by uncertainty and doubt – keep focusing on the things you're certain about.

Trigger #2 – Project. Page 3

Rather than being proactive or reactive, you should always try and be preactive. This means anticipating the future before it happens and making changes from the inside out before external forces intervene.

Trigger #3 – Transform Page 4

It's not enough to change – today you must be looking to transform what you do. Plan for radical transformations of everything you do to be required in the future.

Trigger #4 – Skip your biggest problem. Page 5

The key to unraveling and then solving your biggest problem is often to realize you're trying to solve a previous generation problem. Skip that and get to work uncovering and solving the real customer problem once the transformation has happened.

Trigger #5 – Go opposite Page 6

A great way to trigger a flash foresight is to note where everyone else is looking and head in the opposite direction.

Trigger #6 – Redefine and reinvent Page 7

Don't just tweak your business model now and then – the imperative today it to reinvent your business over and over. Leapfrog your competitors by reinventing anything and everything you do. It's the only way there is to get ahead and stay ahead.

Trigger #7 – Direct your future Page 8

Start to actively shape your future. Have a vision of the future of your own life and your organization that is bracing, invigorating and highly motivational. Don't just let the future unfold – use flash foresights to create the kind of future you want and deserve.

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