

# THE AGE OF SPEED

## Learning to Thrive in a More-Faster-Now World

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**MAIN IDEA**

Instead of feeling guilty about leading a 24/7 lifestyle powered by all the latest technology, it's time to fully embrace speed and make it your ally instead of your enemy. If you do this at a practical down-to-earth level, speed can and should lead to a more pleasant life experience rather than generating any more stress and tension.

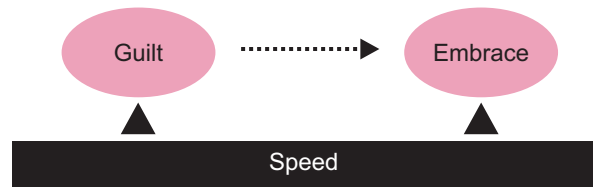
To succeed in making speed your ally, you need to learn how to go fast without exploding. A good mental model is to become like a jet when it comes to your personal and professional approach to speed. Jets are useful because they have:

- Agility – the ability to sense opportunities or threats and respond.
- Aerodynamics – compliance with the laws of physics so they can go fast.
- Alignment – they head to one specified destination rather than trying to be everywhere at once.

The smart approach is to harness the accelerating demands for speed in life and business to your own advantage. This is the only way you'll accomplish truly remarkable things in the current business environment.

*"If we want to thrive in an accelerating world, we need to use the power of speed to our advantage. It's the only way to get ahead of the rush that seems to be overtaking our lives and businesses. My hope is that you'll have a new perspective, you'll feel empowered to take control of your time, of your tasks, of your priorities, of your talents, and start making your life everything you want it to be and your business and career as successful as it can be."*

– Vince Poscente



**1. The speed phenomenon . . . . . Page 2**

People today are willing to make big sacrifices in order to achieve greater speed. Getting everything done as fast as possible is one of society's most pressing priorities and demands. Rather than depressing us, the need for speed should enrich our personal and professional lives and push us forward. At the very least, the speed imperative should help us spend less time doing meaningless things so we have more time for significant living.

**2. Our evolving perspective on speed . . . . . Page 3**

People have been preconditioned to automatically correlate greater speed with more stress. Sayings like "Haste makes waste" and the tortoise and the hare fable have been deeply ingrained into culture. The problem is if we reject trying to achieve greater speed out of hand automatically, we're never going to get into a position where we can take full advantage of it. To view speed as a positive rather than a negative, try and identify the root cause of your knee-jerk resistance.

**3. The blurring of the lines between personal and professional . . . . . Page 4**

One of the most common side-effects of the Age of Speed is there is now widespread blurring of the boundaries between work and home. Simply put technology is making it easier than ever for people to stay connected with their work while at home or having fun. This is a big part of the reason we have a love-hate relationship about speed and what it provides us.

**4. The four different profiles of speed . . . . . Page 5**

In the Age of Speed, there are four behavior patterns which characterize whether speed is embraced or resisted, and whether it works for us or against us. It's well worth becoming familiar with these four patterns and watching out for them in the people you meet and in your own life. If you can recognize the specific pattern involved, you'll have a head start on knowing what to do.

**5. Learning how to go fast like a jet without exploding . . . . . Pages 6 - 7**

Everyone needs to learn how to go fast in ways which will work to our advantage. The key to doing this is to be more and more like jets:

- Agile – able to sense opportunities and respond.
- Aerodynamic – configured to go as fast as possible.
- Aligned – working towards a single unifying aim.

If we can learn how to inject these traits into our organizations, we position ourselves to reap the benefits of using speed to our advantage. We can then thrive in the years ahead as speed becomes an even greater factor in business and personal success.

**6. Harnessing the power of speed . . . . . Page 8**

To get ahead in an accelerating world, you have to use speed to your advantage. At a superficial level, find ways to get all your routine tasks done faster. But if you really want to get ahead, embrace speed and put it to work doing new things that people aren't even anticipating. If you can consistently find new and enticing ways to use speed to your own benefit, you're very well positioned to soar.

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