

MIND SET! John Naisbitt

Reset your thinking and see the future.

www.naisbitt.com

1. John Naisbitt

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Urban Research Corporation

Method : monitoring and cataloguing 160 local daily newspapers. The sum of what is happening locally was what was happening in the country.

1982 Megatrends

2. eleven mindsets

Help to adjust and correct our thinking. Cognitive tools that remove our constraints and help us to get the most of the information we collect.

1 While many things change, most things remain constant.

Whatever information is assailing you, distinguish between real and apparent change, basic shifts and fads, remembering that in the history of the world, most things remain constant.

Differentiate between : basics and embellishment rules and techniques trends and fads breakthroughs and refinements.

2 The future is embedded in the present.

The directions and turns the world will take are embedded in the past and in the present. We often recognize them retrospectively, but our purpose is to anticipate what lies ahead. Newspapers help us do that successfully. They are not only the first draft of history but the first to give us a glimpse of the future.

3 Focus on the score of the game.

Focus on the score of the game you are dealing with, compared with the box scores in baseball and basketball. Complexity is often used as an instrument of camouflage, simplifying supports transparency.

4 Understand how powerful it is not to have to be right.

If you have to be right, you put yourself in a hedged lane, but once you experience the power of not having to be right, you will feel like you are

walking across open fields, the perspective wide and your feet free to take any turn.

5 See the future as a picture puzzle.

Mix and match the information you have until you see the new picture.

#6 Don't get so far ahead of the parade that people don't know you're in it.

The sender has to stay within the range of the receiver.

7 Resistance to change falls if benefits are real.

You don't bend down unless something is worth picking up. When people resist change - change you think they ought to readily embrace - you have either failed to make benefits transparent or there are good reasons to resist.

#8 Things that we expect to happen always happen more slowly.

Expectations always travel at higher speeds. With inventions, we continually underestimate the time span required from idea to their full realization.

9 You don't get results by solving problems but by exploiting opportunities.

Opportunity seekers know the future with its changes delivers the opportunities. Problem solvers are necessarily dealing with yesterday.

10 Don't add unless you subtract.

Lao Tzu : "To attain knowledge, add things every day. To attain wisdom, remove things every day."

11 Don't forget the ecology of technology.

When a new technology is introduced, make it a rule to ask : What will be enhanced ? What will be diminished ? What will be replaced ? What new opportunities does it present ?

3. pictures of the future

Five pictures of the future, framed by Johan Naisbitt. They are the result of putting single pieces together until the pictures is completed.

1 A visual culture is taking over the world.

1. The slow death of the newspaper culture.
2. Advertising - back to "a picture is worth thousands of words".

3. Upscale design for common goods.

Cfr. Nokia, Ipod, ...

4. Architecture as visual art. .

Cfr. impact of Guggenheim Bilbao on the whole of Spain.

The succes of Frank Gehry, Rem Koolhaas, Santiago Calatrava, Daniel Libeskind, Norman Foster, Richard Meier, Zaha Hadid.

5. The symbiosis of fashion, architecture and art.

Cfr. Baz Luhrmann directing Nicole Kidman in a spot for Chanel.

Cfr. An art gallery in Louis Vuitton's Art Deco flagship store.

Cfr. Rem Koolhaas's Prada store in Soho, New York.

6. Music, video and film.

MTV, video games as art form.

People will be able to watch whatever they want, whenever they want on whatever device they want.

7. The changing role of photography.

8. The democratization of the American Art Museum.

Cfr. Branches of New York's Guggenheim Museum are spreading around the world like mushrooms in the woods.

Art curators are in big demand.

There is unprecedented visual assertiveness in the world today, from art and architecture to high-end fashion and the design of common goods.

#2 From nation-states to economic domains.

The economic borderlines of our world will not be drawn between countries, but around economic domains. Along the twin paths of globalization and decentralization, the economic pieces of the future are being assembled in a new way. Not what is produced by a country or in a country will be of importance, but the production within the global economic domains, measured as Gross Domestic Products.

Sports teams are assembled not with native players but with players from around the globe.

Non Government Organizations.

Business decentralization.

Outsourcing across the street or on the other side of the world.

The privatization of national currencies & alternative currencies.

#3 China : the periphery is the center.

China is walking the twin path of globalization and decentralization more than any other country in the world. This process is essential to China's sustainability, giving more efficiency and power to its parts - cities, provinces, and regions. The periphery is the center.

#4 Europe : mutually assured decline.

*Europe can not choose between economic supremacy and social welfare.
Europe is likely to become a history theme park.*

It's social welfare is going to make Europe bankrupt.

It considers immigration as a fright, not as a chance.

Multilateral Europe versus unilateral America.

5 Our evolutionary era : reservoir of innovation.

We are the beneficiaries of the revolutionary breakthroughs of the last years of the twentieth century. The next half of this century will be an era of absorbing, extending, and perfecting those great breakthroughs.

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