

What's Next Is Now

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Synopsis

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A 2024 "NEXT BIG IDEA CLUB" MUST-READ

The renowned global thought leader and Google's first Chief Innovation Evangelist introduces a forward-thinking mindset that will help you navigate ambiguity and uncertainty with intention, transform problems and challenges into profound opportunities, and create exactly the future you want to see.

What if you could choose your future?

When we're kids, the future is exciting to imagine. Then we grow up and soon the events and circumstances of our lives overwhelm us and before we know it, we're afraid of tomorrow, waiting to see what the future drops on us instead of chasing after the future we want to have.

Rather than bracing for what happens next, Dr. Frederik G. Pferdt argues that you can be *making* what happens next. You can respond to unexpected challenges—big and small—by turning them into opportunities with a *future-ready mindset*: using optimism, openness, curiosity, experimentation, empathy, and what Dr. Pferdt calls our *Dimension X*—the unique lens through which each of us sees the world not as it is, but as we are.

Both inspirational and actionable, *What's Next Is Now* engages your personal sense of discovery, providing dozens of thoughtful exercises and illustrations, real-world practices, and provocative insights from people who have adopted a future-ready mindset to craft exceptional futures for themselves. Now, let *What's Next Is Now* help you build *your* remarkable future.

Supplemental enhancement PDF accompanies the audiobook.

Reader's comments

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