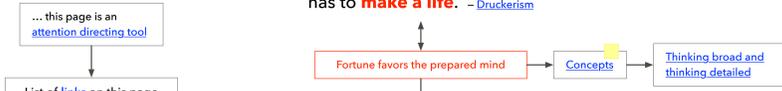


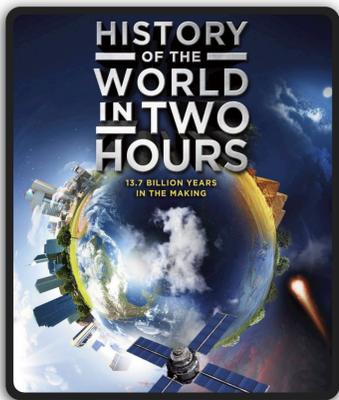
**Navigating a changing world –**  
**a world moving toward**  
**unimagined futureS.**  
 It's in the [news sources I follow on Twitter](#)  
 You can SEE it almost every day –  
 if you look for it

[Awareness](#)

"Making a living is no longer enough, work also  
 has to **make a life.**" – [Druckerism](#)



Electricity (energy) and information make [economic development](#) possible



Search YouTube for title if clicking the image above fails  
 First and last seven minutes are the **most relevant**

You don't know what you are going to be doing next

"We know only two things about the future. It cannot be known. It will be different from what exists now and from what we now expect" [Druckerism](#)

"Information is energy for mental tasks"

Knowledge – the central energy of a modern society – exists only in application

That knowledge has become THE resource, rather than a resource, is what makes our society "post-capitalist." This fact changes – fundamentally – the structure of society. It creates new social and economic dynamics. It creates new politics.

The post-capitalist society is both a knowledge society and a society of organizations, each dependent on the other and yet each very different in its concepts, views, and values.

In the knowledge society, it is not the individual who performs.

The individual is a cost center rather than a performance center.

It is the organization that performs.

It is the very nature of knowledge that it changes fast and that today's certainties will be tomorrow's absurdities" – [Druckerisms](#)

YesterdayS



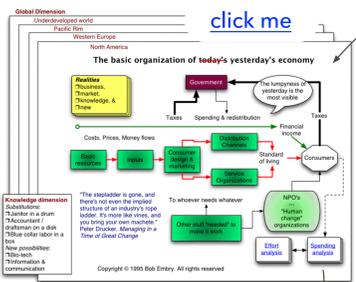
becomes todayS and tomorrowS

The emerging knowledge society



The future of the city?

Content and structure of the economy – a launching pad toward tomorrowS



[The Shift To The Knowledge Society](#)

Individual time log and calendar. Things a person did and things they are going to do – horizonS.

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
|        |        |         |           |          |        |          |

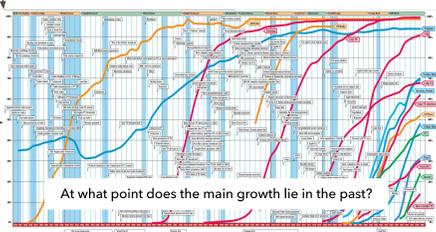
Stretching to the end of human time

Unimagined futures



[Knowledge and Technology](#)

[Product/service adoption speeds and life spans](#)



Time-life navigation work approach ↓ & → <http://rlaexp.com/memo.html>

EFFECTIVE navigating requires **parallel pre-thought work approaches** for escaping yesterdayS and navigating toward tomorrowS – assuming tomorrowS are unpredictable

↑ The only way to be prepared because we begin life as infants with no exposure to the top of the food-chain ↓

We can only work toward the **horizonS** on our **mental radar** ↓



**# 170 Awareness**  
 Wisdom is about awareness.  
 If you know the road, life is easier.  
 If you can see the road, life is easier.  
 If you can discover new roads, life is richer.  
 If you know you have a choice of roads, life is richer.  
 Awareness can be applied to the outer world.  
 What is going on out there?  
 There may be times when the outer world is going to affect you, either as a threat or as an opportunity.  
 Seeing more clearly what is happening is always an advantage.  
 There are times when you are going to want to affect the outer world.  
 Seeing this world more clearly will enable you to design your actions more effectively.  
 Awareness can be applied to the inner world.  
 How do we see the world?  
 What are our habits?  
 What am I doing right now?  
 You know what you look like in the mirror.  
 Do you have a mirror for your inner world?  
 'The purpose of thinking is to arrange the inner and outer world so as to serve and improve our values.'  
 If you do not know the ingredients, you are not going to be a very good cook.  
 If you do not know the processes of cooking you are not going to be a very good cook.  
 Awareness is much more than information.  
 Awareness is information as it relates to you.

- Druckerisms ↓**
- Freedom is the Heaviest Burden Laid on Man
  - What Everybody Knows is Frequently Wrong
  - If You Keep Doing What Worked in the Past You're Going to Fail
  - Approach Problems with Your Ignorance–Not Your Experience
  - Develop Expertise Outside Your Field to Be an Effective Manager
  - Outstanding Performance is Inconsistent with Fear of Failure
  - You Must Know Your People to Lead Them
  - People Have No Limits, Even After Failure
  - Base Your Strategy on the Situation, Not on a Formula

- Five deadly sins**
- Worship of high profit margins and of "premium pricing."
  - Mispricing a new product by charging "what the market will bear."
  - Cost-driven pricing
  - Slaughtering tomorrow's opportunity on the altar of yesterday.
  - Feeding problems and starving opportunities.
- [Druckerism](#)

- Work-life dimensions ↓**
- Wisdom
  - Integrating oneself into the big picture
  - Thinking as a skill
  - Knowledge speciality
  - Society of organizations
  - Managing oneself

Thinking as a skill

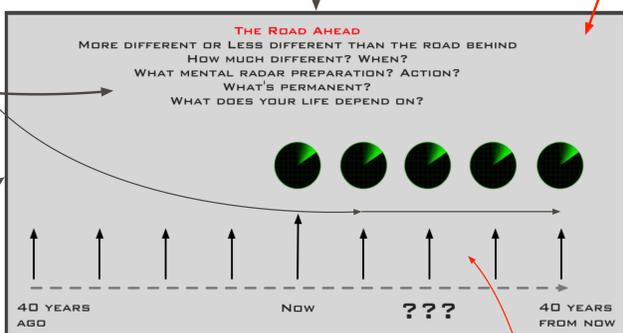
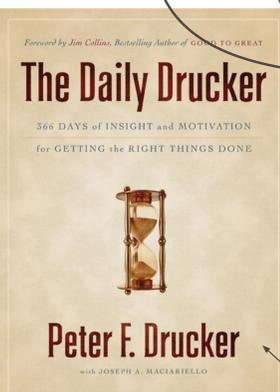
The Society of Organizations

- <http://rlaexp.com/memo.html>
- RSS feeds and podcasts ↓** (awareness but cul de sacs)
- Project Syndicate
  - McKinsey & Company
  - Knowledge at Wharton
  - Bloomberg Benchmarks
- Try Google searches to find ?

**'Why is 'thinking' important?'**  
 Because without thinking we can only act in the following ways:

- Act purely on instinct like insects.
- Repeat the usual routines.
- Do what someone else decides and orders.
- Follow the emotion of the moment."

Highly intelligent people do not necessarily make good thinkers.  
 – [Edward de Bono](#)



"What is already clear, however, is that the emerging knowledge society and knowledge economy will be radically different from the society and economy of the late twentieth century." – [Druckerism](#)

**Freedom is the heaviest burden laid upon mankind**

Successful careers are **not planned** ...

Josh Abrams Story Post-capitalist executive

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 615-431-9250  
 @ti4tomorrows = time investments for (4) tomorrows