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For Immediate Release

Get There Early

Sensing the Future to Compete in the Present

By Bob Johansen

*"Anticipating the future and effectively addressing it early is becoming an increasingly critical leadership skill in today's dilemma-filled world. In **Get There Early**, Bob Johansen provides powerful, practical guidance for recognizing and acting on leadership moments at the optimal time, using his Foresight to Insight to Action framework."*

—M. Carl Johnson, III, Senior Vice President & Chief Strategy Officer, Campbell Soup Company

These days, every leader struggles with a paradox: you can't predict the future, but you have to be able to make sense of it to thrive. In the age of the Internet everyone knows what's new, but to succeed you have to be able to sort out what's important, devise strategies based on your own point of view, and get there ahead of the crowd.

Bob Johansen shares techniques the Institute of the Future has been refining for nearly forty years to help leaders navigate what, borrowing a term from the Army War College he calls the VUCA world: a world characterized by volatility, uncertainty, complexity and ambiguity. As the Institute's ten-year forecast—which is included in the book—makes clear, leaders now face fewer problems with neat solutions and more dilemmas: recurring, complex, messy, and puzzling situations.

Get There Early: Sensing the Future to Compete in the Present lays out the Institute's three-step Foresight to Insight to Action Cycle that will allow readers to sense, make sense of, and win with dilemmas. Johansen offers specific techniques, ranging from storytelling to simulation gaming, as well as real-world examples to help readers turn the VUCA world on its head through creative use of vision, understanding, clarity, and agility. This book offers hope for leaders facing the constant tension—a dilemma in itself—between judging too soon and deciding too late.

More...

*"The institutions of education—school districts and universities—do not have a strong track record of 'sensing the future to compete in the present.' But global forces—economic, cultural, political, and technological—are challenging them to reinvent themselves in dramatic ways. **Get There Early** give education, business, and government leaders an urgently needed handbook to gain foresight to lead to insights and action to leverage our most important natural resource: our students' minds."*

—Milton Chen, PhD, Executive Director, The George Lucas Educational Foundation

*"**Get There Early** is an indispensable new book for today's business leaders. We at Procter & Gamble having been working with IFTF and Bob for many years, and have found their forecasts of the future and the process of taking these to action extremely helpful."*

— Robert McDonald, Vice Chairman for Global Operations, The Procter & Gamble Company

*"In **Get There Early**, Bob Johansen sets out a strategic framework which leaders in any organization can use to make sense of our volatile, uncertain, complex, and ambiguous (VUCA) world. Most importantly, Bob explains how foresight can provide the insight that permits confident action in the VUCA World."*

— Tom Glocer, CEO, Reuters Group PLC

"Bob Johansen addresses the key leadership challenge of our times -- how to create a clear strategic vision for our organizations in an environment of bewildering change and complexity. He provides deep insight into the issues together with a compelling method through the Foresight to Insight to Action Cycle. I love his definition of strategic leadership as 'what happens in the space between judging too soon and deciding too late.'"

— Willie Pietersen, Professor, The Practice of Management, Columbia Business School

*"In this engaging, inspiring, and timeless book, Johansen demystifies the proven tools of forecasting so that they're accessible to everyone. **Get There Early** is a DIY handbook for anyone curious about future."*

— David Pescovitz, co-editor, BoingBoing.net, editor-at-large, MAKE, contributing writer, *Wired*

Bob Johansen was president and CEO of the Institute for the Future from 1996 to 2004 and is now an IFTF Distinguished Fellow, as well as serving on the Board. He is the author of six books, including *GlobalWork: Bridging Distance, Culture, and Time*.

Get There Early: Using Foresight to Provoke Strategy and Innovation

By Bob Johansen

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