

About Future Perspectives

Future Perspectives ideates business strategies that are resilient to future disruption by becoming net additive, rather than extractive, across four critical domains: physical, social, cognitive and informational.

It is about creating a better business environment beyond the cycle we're in of peak fraud, dupery and distrust in our economy and business models.

'There is no New Normal to adapt to, business must constantly evolve from here'

When we think of extractive we often think of it in terms of ecological damage caused by oil refineries or rainforest destruction, however, our non-physical ecosystems, information and cognitive, are also collapsing from the leaching of advertising, media, PR and propaganda into the airwaves, websites and newspapers. The data gleaned from surveillance capitalism is creating many loss-leading products which are created solely for the purpose to extract personal data.

Just as it will no longer be acceptable to claim 'carbon neutral' by buying carbon credits for your oat milk product that may save the cows but is produced and imported thousands of kilometres away. A new global demographic of tech savvy, hyperconnected ('Woke'!) consumers are easily able to see through a disingenuous ESG corporate veil.

In other words, it's no use additive in one domain and extractive in another, future-proof business models are NET ADDITIVE and there will be a premium for these brands and products.

Covid-19 has exacerbated a breakdown of trust in institutions, businesses, corporations, 'experts', civic groups and individuals. It has also created a peak in fraud in a world awash with cheap credit.

Not everything that counts can be counted and not everything that can be counted counts

- **Albert Einstein**

With this in mind, Future Perspectives marries ephemeral data with enduring wisdom from history, anthropology, philosophy and spiritual cultures.

The Future Perspectives Resilience Model

The Future Perspectives Model posits that the greatest limit and opportunities to future growth are across four critical domains: physical, social, cognitive and information.

It analyses the additive/extractive business strategy across these domains; taking this systems-approach, if one area is failing the whole is not functioning.

This model is premised on Linkov's Resilience Matrix, and it scores the resilience of the business strategy to future disruption in these crucial areas.