

LEAD WITH A LONG VIEW

The writing is on the Wall

$\Pr [T_A < 1, T_B < 1] = \Phi_2(\Phi^{-1}(F_A(1)), \Phi^{-1}(F_B(1)), Y)$

But will this parable be a lesson to our dear Leaders?

PART ONE – WHERE ARE WE?

A recession?

We all know what to do:

Swim in a sea of mixed metaphors

While behemoths of the global economy flounder on the shore

The walls come crashing down

The world is snafu

Situation normal, all fouled up

Autopilot begins:

New talent

New markets

New revenue streams

Take risks with fresh ideas

Innovate!

Collaborate!

Let the phoenix of recovery rise from the ashes of the crunch

There may be empty promises

False dawns

But it will come

Naturally the green shoots will bounce us back up

The buds are beginning to unfurl

In the garden tended by Ponzi's devastating protégé

Back to the Bolly, back to San Tropez

Back to normal

Let's dive headfirst back into the comforting cycle

The peaks and troughs of the capital markets

Groundhogs on the hamster wheel

Or,
Understand,
There are new rules
A new pace
This is a new normal

PART TWO – RISK AND SHOCK

EXPECT SHOCKS!
Expect to operate in a new paradigm
A paradigm of the future
Shocks that shudder our global juggernaut
Penetrating every corner of our flat earth
Every Freed man rattling his supply chains
Rocking Globalisation 3.0

We have woven a glass web
Leave monochrome behind
This is the world in glorious Technicolor!
A butterfly flaps its wings in Guadalajara
And the world catches a Mexican cold
The fear of a contagium
From toxic swine, or toxic mortgages
We could – *will?* – all fall

This is connectivity beyond our traditional view
This time it's fractal
Look at the world in between our 4 dimensions
How much more space it fills as you look closer
The Anglo-Saxons are in retreat – R.O.W. is here
We occupy a hypersphere
We live in hyperdrive

With every day
Another development
Moore's law intensifies
The Singularity is Near?
Sequoia is here (but how fast can it flop?)
Our complex globe
Becomes more elaborate

PART THREE – TOP TO BOTTOM

Leaders sit up!
Whether your ship is
The UN
Or IBM
Or a nation of shopkeepers
Know that more will come
More catastrophes will fell great and small
Unless you can dance.
Be nimble footed and strong

And the clever amongst you will see
Utility in history
And utility in the future
A pas de deux
Enterprise deftly doing the foxtrot
With bodies who regulate, bodies who innovate
Dancing the tango with social intelligence

How will it all unfold before you?
Plot it out, sample the smorgasbord of scenarios
Abandon borders – dance across the diaspora
Into alternative, plausible, futures
Look up to the supra
Look down to the local
The future is as a globe

PART FOUR – LOSE THE UNDERBELLY

And yet more are left trailing
How to lead across this widening gulf?
Lead a populace gradually transcending our biological limits
This is more than innovating
This is rethinking everything

We are so oddly comfortable
With qwerty and fossil fuels
We are locked in
Leaders need to cut new keys to get us out
Nothing is sacred, rules are rules because of habit
Our paths no longer need to be dependent

It's time for leaders to challenge the failures
Interrogate them
And harness the opportunities
We know globalisation leads to inadequate
Provision of the goods we all need
Across an unequal globe
Uneven in its riches
And getting more so, with every increment of Fahrenheit
Forests to ashes, farmland to dust

Risks can be mitigated:
Deflect the sun's rays
Immunise infected mosquitoes
Fortify the dykes
But more than that
Benefits of breakthrough after breakthrough
Must be enjoyed, reaped
Look to the future
It's only just begun
For everyone

PART FIVE – BLENDING RETURNS

LET'S BLEND!
Not tokenism
Lead around the blind spots
Blend your thinking: financial, social, environmental, political
It's cool!
Gore's doing it
Multiply that bottom line

Lead with a long view
Create value in the long term
Embrace social enterprise
Venture some philanthropy
Mix it up with the capital markets
Crack open these one-time abstract concepts
You can have them all!

PART SIX – TROUBLE AHEAD

With pandemics on each horizon
A bioterrorist in the next Tube carriage

Oceans poised to swallow the Maldives
Belching tundra fields of asphyxiating methane
Millions on the move
A pulsing stem cell dancing under the microscope
A lifespan of 250 years or more

This could give you indigestion.
But, be smart.

Think of the opportunities!
This isn't about the recession
It's about the future

THE END?

In fast paced century [Our final one?]
Leaders of the long term, will
Duck the black swans and knit resilience into their structures
Understand, learn and think sideways

The economy needs
No beta blocker prescription for its cardiac arrest
Just regrow!
Take a dip in a nutrient bath
And cling like hell to the scaffold

Your new heart is here
Beating on the shelf
Ready for collection.