

FUTURE PROOFING YOU

Twelve Truths For Creating Opportunity, Maximizing Wealth, and Controlling Your Destiny in an Uncertain World

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JAY SAMIT is an entrepreneur, a serial disruptor, and a keynote speaker. He is recognized as one of the world's leading experts on disruption and innovation, and has raised hundreds of millions of dollars for startups and new ventures. Jay Samit's first book, *Disrupt You*, was a bestseller. He is a proven deal maker, having created enduring strategic partnerships with McDonalds, Coca Cola, United Airlines, Microsoft, Ford, GM, and Best Buy. He formerly served as an independent vice chairman of Deloitte Consulting, where he helped grow pre-IPO companies like LinkedIn. He also served as CEO of a public company and held senior management roles at EMI, Sony, and Universal Studios. He is a graduate of UCLA, and is adjunct professor at the University of Southern California.

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MAIN IDEA

How can you future proof your life and your career – so you come out on top no matter what happens in the world and the economy?



To achieve lasting success, you don't need money or connections. To become and stay future proof, you really only need:

- *Insight* – the ability to find opportunities, and then to learn how to create and capture value.
- *Perseverance* – the capacity to keep going until you figure out your business model, and get it right.

The great thing is in today's world, opportunities for success are everywhere. They can be sparked by something you're looking for personally, which is not yet available in the marketplace. They can be generated by new technologies you can leverage.

"The opportunities for success are all around you. You just have to learn what to look for and how to capture the value you create. While techniques for uncovering insights can be taught, perseverance comes from deep within. You must make a personal commitment to see this journey through to the end. No one is going to hand success over to you. It must be earned. You will also learn how to bolster your perseverance by discovering your purpose. Becoming future proof doesn't happen overnight and it won't be easy. For many, it will take longer than a year, but the moment you commit to Future Proofing You, is when the journey begins. As the ancient Chinese philosopher Lao Tzu wrote, "The journey of a thousand miles begins with one step." Only you can take the first step. If you are willing to focus and work one year of your life like most people won't, then you can live the rest of your life in a way most people can't."

– Jay Samit

TWELVE TRUTHS OF FUTURE PROOFING

1	You must have a growth mindset	8	Every business today is a tech startup
2	Obstacles are opportunities in disguise	9	You must fill a unique void to succeed
3	Fear is good – use it to drive you forward	10	Spatial Reality is a trillion-dollar opening
4	Failure is great – it's part of the journey	11	Working hard won't make you rich, but working smart definitely will
5	Your superpower makes you successful	12	Remote workers have become your new competitive advantage
6	Passion will make you unstoppable		
7	You can't go it alone – find good mentors		

Truth #1 – You must have a growth mindset Page 2
Find ways for everyone to win, and for you to learn and grow to succeed.

Truth #2 – Obstacles are opportunities in disguise Page 2
The best way to get ahead is to learn from your mistakes.

Truth #3 – Fear is good– use it to drive you forward Page 3
Openly acknowledge your fears, and then use them for motivation to excel.

Truth #4 – Failure is great – it's part of the journey Page 3
You learn more from your failures than you ever do from success. Start learning.

Truth #5 – Your superpower makes you successful Page 4
Ignite your superpower by applying what makes you unique. Master your power.

Truth #6 – Passion will make you unstoppable Page 4
Perfect the learned skill of persistence to turn your passions into success.

Truth #7 – You can't go it alone – find good mentors Page 5
Link up with people who have the experience you need to get ahead. Get help.

Truth #8 – Every business today is a tech startup Page 5
Make sure you are harnessing the digital technologies which will help you scale.

Truth #9 – You must fill a unique void to succeed Page 6
Be certain you're filling a void that really exists, not starting an entirely new industry.

Truth #10 – Spatial reality is a trillion-dollar opening. Page 6
Find ways to take your business mobile and interconnected. This is big.

Truth #11 Working hard won't make you rich, but working smart definitely will Page 7
Master the creative ways to structure capital transactions so you catapult ahead.

Truth #12 – Remote workers have become your new competitive advantage. Page 7
Make sure you learn how to manage a remote workforce effectively.

Future Proofing Your Business. Page 8