

THE VISIONARY'S HANDBOOK

Nine Paradoxes That Will Shape
the Future of Your Business

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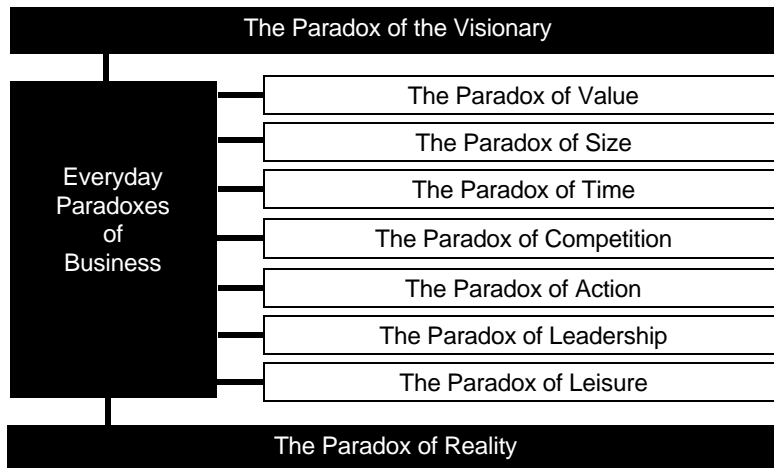
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MAIN IDEA

The nine paradoxes are all about being a success -- both in business and personal life areas. The paradoxes describe the future in the terminology of the present tense -- illustrating that how a person or organization reacts to the challenges of the present will have a large part in shaping the possibilities available in the future.

Specifically, the future is constantly being rewritten by the events of today. Savvy people and smart organizations recognize that and use it to their advantage to create a future environment of success in an era of turbulence and uncertainty. By managing the contradictions of the present, they are then well positioned and prepared for whatever does ultimately come.

Visionaries may not be able to accurately forecast precisely what the future holds, but the techniques used by visionaries will enable any person or any organization to write their own story. The answers to the paradoxes provide the tools that will enable anyone to become what they want to be.



1. The Paradox of the Visionary Page 2
The closer your vision gets to a provable truth, the more likely you are simply describing the present. In the same way, the more certain you are of any future outcome, the more likely you'll be wrong.

2. The Paradox of Value Page 4
The value of any product is inseparable from the buyer's perception of worth. Instead of intrinsic value, everything has relative value only. Most often, value is inversely proportional to physical content.

3. The Paradox of Size Page 4
The bigger you are, the smaller you need to be. And the smaller you are in reality, the bigger you need to appear to be.

4. The Paradox of Time Page 5
To succeed in the short term, you need to think long term. Yet the greater your vision and the longer your time frame, the greater the risk that you will be unable to take the necessary near-term steps to achieve long-term goals. The tension between short- and long-term planning has never been greater.

5. The Paradox of Competition Page 5
Your biggest competitor is your own view of the future. Competition comes from everywhere and nowhere at the same time.

6. The Paradox of Action Page 6
Nothing ever turns out quite the way you expect it to. Therefore, act intuitively but be ready to act counterintuitively if required.

7. The Paradox of Leadership Page 6
To lead from the front, you have to stay inside the story. In an inherently inconsistent world, consistency is not the virtue it once was -- especially in leaders.

8. The Paradox of Leisure Page 7
Play is hard work. In fact, play and work are blending together and becoming virtually indistinguishable.

9. The Paradox of Reality Page 7
Every person on the planet has the potential to be connected to every other person. Therefore, everyone inhabits a world of their own and represents a niche market of one. As our ability to link grows, our individuality becomes stronger.

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