

FUTURIST MANIFESTO

Attitude is the magic word

Our attitude defines us – why not start your day with an upbeat one?

Be prepared

Accomplishment happens when preparation meets opportunity

Curiosity is a superpower

Intrinsic interest in everything fosters critical thinking and creativity

Don't stop moving

Travel, experience, walk, talk – most great thoughts are conceived while on the move

Embrace change

True changemakers view change as a chance to make a positive difference

Find time to think

Reflection stimulates good decision making and helps us ask better questions

Go for it

Success is not a secret – it's a system of connecting then re-connecting the dots

Hope, not fear

Trust the process – if anyone tells you “it can't be done”, ask “why not?”

Integrity equals long-termism

Balancing people, planet and purpose with profit accelerates sustainable growth

Jot down new ideas daily

Thoughts become tangible things and if you can imagine it, you can make it happen

Keep on dreaming and discovering

It's never too late to set another goal or to dream another big dream