



THE FUTURES EFFECT

Change Your Story, Change Y'our Future!

Dear {{ contact.FIRSTNAME }},

Welcome to another instalment of the serialisation of my upcoming book **“The Futures Effect - Change Your Story, Change Y'our Future!”** - the second volume in the **“Futurize Yourself”** series - that is scheduled for publication later this year (2022).

It takes time not only to write a book but also to get it from the manuscript to actual publication. For my first book (**“Futurize Yourself - Design your life on purpose”**), the process took a whole year.

I'm so eager to get this book to you that I don't want to wait a year this time! Therefore, I've decided to jump on board a popular new trend in book publishing: serialisation. This approach has also been used by established authors like Stephen King, who serialised his novel **“The Green Mile”** before it was published.

Serialisation, just like episodes of your favourite TV series, is breaking up a story or book into smaller, digestible parts. What you can expect from me is about 10 to 20 minutes of new and unabridged reading material each week.

This week's episodes:

1.2 The future as a way of life

1.3 The future is y'our future

In addition, where and when I can, I will also share news about the publication process, titbits of information on specific aspects of the week's episode and/or elements that caught my attention in the field of futures literacy.

Enjoy the journey as we explore **“The Futures Effect”** together!

Be good to you and y'our future, always.

Tom

PS: Audio and video links in this newsletter will redirect you to the respective platforms as Sendinblue doesn't support iframe embedding. My apologies for the inconvenience but I hope you will check them out.



1 INTRODUCTION

If you have missed a previous episode, not to worry: you can visit the webpage: https://www.futurizeyourself.com/thefutureseffect_newsletter.html.

1.2 The future as a way of life



Today, we are living in a fast-changing and ever more complex and ambiguous world. A world that is trying to cope and navigate the COVID-19 pandemic and the devastating effects of climate change. At the same time, every aspect of our life is being influenced by automation, robotisation, datafication and so many other changes and challenges due to technological advances that have outpaced our own evolution.

In other words, we are living in a time with many seemingly uncontrollable changes and challenges which can induce a feeling of uncertainty and insecurity. This often leads to stress, anxiety and indecision due to fear of making the wrong choices.

Change itself is changing, and it is doing so very rapidly. How you handle this is key to y'our health and wellbeing – even y'our existence. Change is inevitable, and rebelling against it will not change anything but will only make it worse for you in the long run. However, it is also not enough to just accept that everything changes or that change is a constant. You need to embrace change and change yourself or, as I prefer to say, evolve with it on purpose.

As an [osteopath and body-centred stress coach](#), I often think about the question of how we will cope with all these changes. What we need and what you can do to evolve on purpose to stay healthy in body, mind and spirit in this fast-changing world. There is so much at stake.

I know it is normal for us, for organisations and policymakers alike, to concentrate on the immediate threat(s) we are facing. It is normal to react, in the present, to the changes which have already occurred and which are affecting us now. When faced with a fire, you have to react and tackle it straight away in order to safeguard yourself and others. However,

preventing a fire is better, and this requires proactivity, the conscious decisions where you work out possible scenarios and take action to prevent them from occurring. At the same time, thinking about scenarios on how to handle a fire is also crucial for being able to react better when a fire actually breaks out.

We invest too little time thinking about scenarios for the future. Rarely do we ask what the future we want and/or how we will cope with the multitude of changes ahead. Rarely do we want to see too far ahead; this is often due to fear, as thinking about the future can be very scary. We'd rather hide behind the premise "what will be will be... the future's not ours to see". So we're inclined to refuse to think about unpleasant facts, and we prefer to wait and see.

This kind of reactive thinking strategy has become as problematic as not having a strategy at all. It makes me think of the words of American polymath Benjamin Franklin (1730-1774): **"If you fail to plan, you are planning to fail!"**

At the moment, when it comes to the future it's as if we are walking across a busy street aimlessly and without first looking left or right to see if there is any oncoming danger. We are not even looking ahead. Then we're surprised when we're in the middle of the street and faced with an oncoming car.

In many ways, a part of futurizing yourself is like crossing a busy street. First you need to decide where you want to be on purpose. Then, before you make any decisions or choices or take any action, you look ahead and anticipate possible challenges or obstacles you will need to deal with or overcome. Only then do you make your way and navigate the road ahead towards your preferred future. This works most of the time, but now and then something unexpected happens, as no plan is perfect and the future is and remains unpredictable. You can still find yourself in the path of an unexpected trend or event that wasn't on your radar and which you need to react to. However, with the future as your ally, you'll know how to react to any unexpected events.

Always remember:

"The future hasn't arrived yet.
Do your best to try to shape it in the present moment,
but always remember some things are just out of our control,
and that's fine"

(Robert Washington).

Unexpected events will always happen, but when you futurize yourself you will always have a strategy to fall back on.

1.3 The future is y'our future

"Today, neither past nor present but the future has become the key to y'our existence" (Tom Meyers).

The future is y'our future, and the likelihood that the future will become a continuous distressing battle against the odds is significantly increased if you and we leave it all up to chance. Already today, most of the

significant problems we battle against exist because we left things to chance, didn't think ahead about the consequences, or left it up to others to decide.

Be aware that the future arrives more slowly than you think and more quickly than you can imagine. However, even though we are switched-on all the time to the point of distraction, we are not so switched-on when it comes to seeing what is in plain sight.

Today, in the midst of turmoil, where short-term pressures are up against medium and long-term uncertainties, humanity is at a precipice and its future is at stake (Kathleen Stansberry et al. (2019) Humanity is at a precipice; its future is at stake, [Pew Research Centre](#).)

Today, we are living in what is considered by the [United Nations](#) as **“The Decade of Action”** (2020–2030). We have ten years to reinvent ourselves and find sustainable solutions to all the world's biggest challenges – ranging from poverty and gender to climate change, inequality and closing the finance gap.

“The Earth is at a tipping point and we face a stark choice: either we continue as we are and irreparably damage our planet, or we remember our unique power as human beings and our continual ability to lead, innovate and problem-solve. People can achieve great things. The next ten years present us with one of our greatest tests – a decade of action to repair the Earth.”

Prince William
(<https://earthshotprize.org>)

We have to reinvent ourselves, which isn't easy, but we can make it a lot easier when we learn to use our mental time travelling potential to look up and ahead and envisage the reality of the catastrophe that awaits if we don't do anything.



Yesterday, while watching the film **“Don't Look Up”** I also watched – by coincidence (or not) – an extract from the programme “28 minutes” on Arte (6 January 2022). In the extract, journalist Salomé Saqué tries to warn the panel and audience about the climate catastrophe. The reaction of the panel was... laughter and ridicule. It was like a scene straight out of the film.



The problem is so big and overwhelming that I think we don't want to see it and would rather bury our heads in the sand or laugh it off, hope for the best and believe it won't happen so quickly. But deep down we know the truth. Deep down you know.

It's a classic trap that the future arrives more slowly than we think and more quickly than we can imagine. Just look around and you'll see that the future is already here.

THE FUTURE OF THE FUTURE

The events that will or are likely to happen in time to come are changing in the time that is (as yet) still to come.

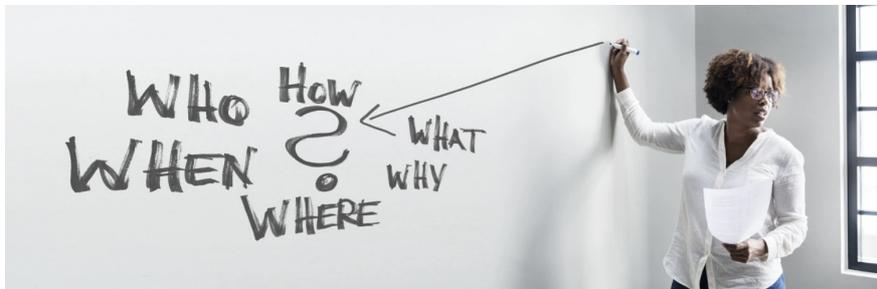
The question now is: how do you secure y'our future and the future of the future? How do you overcome your fear and possible short-sightedness? You overcome it by designing y'our future on purpose, and to pull y'our future towards you through the decisions and choices you make and the actions you take. You overcome it one step at a time with a GREAT future for yourself and humankind in mind. (Over the next few pages, I will explain exactly what I mean by "a **GREAT future**".) Your steps, even small ones, matter in the bigger scheme of things.

To quote the words of Queen Elizabeth II spoken in a [video message](#) for the 26th United Nations Climate Change Conference (Glasgow) evening reception (1 November 2021): **"Of course, the benefits of such actions will not be there to enjoy for all of us here today: none of us will live forever. But we are doing this not for ourselves but for our children and our children's children, and those who will follow in their footsteps."**



Next week's episode: 1.4 Futurizing yourself is adopting a futures mindset & 1.5 The benefits for y'our health and wellbeing

What caught my attention this week?



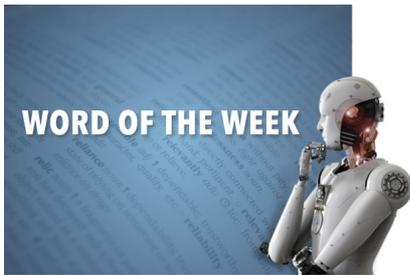
Why is not the first question any more, but what is?

Twice in nearly as many days, I was told about Simon Sinek's start with "Why" and on both occasions, I challenged the idea. "Why" is not the first question any more or at least not for everything, but what is?

In my line of futures thinking, I put "What" first. Not, "what to do" but "what do you want?" What do you want y'our future to be like? To only then ask "why". The "why" gives the future you want a solid motivation from which you can backcast to today to figure out what you can do...

Do you always start with "WHY"?

Anyway, here is the link to the article I wrote about it two years ago:
<https://meyerstom.wordpress.com/2020/03/26/dont-start-with-why>



FUTURES LITERACY

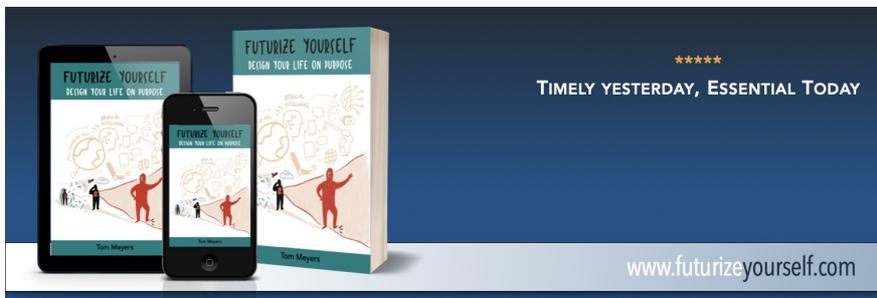
The skill that allows people to better understand the role of the future in what they see and do. Being futures literate empowers the imagination, enhances our ability to prepare, recover and invent as changes occur. ([UNESCO](#))



About the author

Tom Meyers, also known as “TomTom the Health Navigator”, is an osteopath D.O., body-centred stress coach, the founder of the “Reset Approach”, a wellbeing futurist, space enthusiast, TEDx organiser and author of “Futurize Yourself - Design your life on purpose.”

His mission is to empower you to flourish and thrive in this fast-changing, uncertain and challenging world full of opportunities.



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