

How to
WTF! in 2017



Work The Future! Today

THANK YOU

In alphabetical order:

Barack Obama: Peerless President

Not a perfect president, but a perfect example of how to be and act presidential.

Barry Tuchfeld: Mensch of Menschen

Ben Gioia: Heartfelt Helper

Ceil Tinney: Purposeful Proponent

Elektra Vosburgh: Designer's Designer

Laurie King: Excellent Editor

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THE PRACTICE

WTF! What's The Future? What just happened? Guess what? Shift happens. And in case you didn't notice... it just happened again... on a y-u-g-e scale. Irreversibly so. Change is often highly unpredictable but it can and does happen. All the time. The old ways of being and doing. Over. So what are you going to do about securing your future, today? What's the future of your Business? Stakeholders? Community? Local government? They're all highly vulnerable. We're here to Work The Future! Today with you to help you and your stakeholders move away from the old and toward the new world of *both opportunity and uncertainty*.

**“TOMORROW is far too important to be left to the FUTURE—
we've got to SEIZE THE DAY.”**

It was thoughts like this that led us to put this preview, and the pathway forward and book it summarizes, together throughout 2016.

Since the stories we tell ourselves and each other frame the worlds we believe in and live in, and the Old Story of Profit First is coming to an end, we need a New Story of Purpose First to take us across the chasm of change, chaos, and complexity to a brand new, culture-built, forward-facing world—where we can nurture all life on our small planet through shared transformative emotional exchanges and experiences.

So what's your story for 2017 and beyond?



WTF! What's The Transformation? What needs to happen?

Work The Future! Today: The art of the possible practiced, well in advance. We build trust, inspire belief, and create better tomorrows—today—for forward facing clients and their communities. We work with leaders and teams to make the transition from the Old Story to the New Story.

The Old Story was about Profit First, of endless exploitation and expansion, and is coming to an end. Our world has lost its way and has no core purpose, along with our misleaders and misleading institutions. Our worldview and beliefs were built upon massive industrialization and commercialization that is unsustainable, and does not promote a sense of community and a sustainable way of life for all.

The New Story of Purpose First must replace the Old Story of Profit First.

We need a new illuminating North Star to guide our journey towards well-being. We must give birth to a new philosophy constructed upon shared positive purpose and value, and that means rethinking Profit, People, Planet, and creating a new pathway to building a new thriving story and reality—Planet, People, Profit.

Why is this transition through positive and powerful transformation important now?

Because humankind has reached a point in its evolution where it can consciously choose between creation and destruction. Our goal is to participate in the birth of the New Story.

**“The future
is far too
important
to wait until
tomorrow.”**

If you knew what tomorrow would look like, what would you be doing today? The future is far too important to wait until tomorrow—we must work the future, today.

Stories: Telling and Selling

Stories are important because they are the basis of your culture and brand. We tell our stories not as an end in itself, but as an attempt to liberate ourselves from them, to evolve and grow well beyond them. We tell our stories to:

- transform ourselves;
- to learn about our past and share our experiences to transcend them;
- to use our stories to make a positive difference in our world;
- to broaden our point-of-view to see beyond our daily routines;
- to act beyond a story that might have incapacitated us;
- and to live out more of our spiritual and earthly potential.

**“TRANSFORMATION is change that unlocks new VALUE,
which is powered by PURPOSE.”**

As the Old Story of Profit First is coming to an end, and we need a New Story of Purpose First to take us across the chasm of change so we can become better together and nurture all life on our small planet through shared stories and the power they have to transform people.

Work The Future Today

Shared value, through shared purpose, is your North Star.



Work The Future! Today

—Change, for the better.—

Future Forward Pathfinders:

Charlie Grantham + Whitney Vosburgh

WORK THE FUTURE! TODAY INTRODUCES
THE ART OF THE POSSIBLE, PRACTICED WELL IN ADVANCE.



Introduction: Our Manifesto for the 21st Century

There are three parts to our book “Work The Future! Today: Bringing *shared* purpose to life.” First, we look at the Old Story of Profit First, which has given us a direction that isn’t working, and the New Story of Purpose First, which is still being born. Second, we describe how crossing the chasm between old and new is going to

require people to get clear on personal purpose, and we link that to the purposes of their workplace and larger social community. Lastly, we offer direction for how you begin to live this New Story, the practice for making this happen. This book is a pathway, with signposts toward the New Story via purpose, place, and practice.

WTF! Manifesto: To awaken concerned people to the importance of reaping

1 Purpose

the rewards of re/discovering their Purpose (the why of their lives and the gift/s

2 Place

they have to offer themselves and others), their Place (with whom and where

3 Practice

to best share it), and their Practice (how and when to best share it).

Innovation vs. Transformation? All Part of a Spectrum

Acting as a trusted advisor to our clients, we provide a pathway of best practices tailored to meet people and organizations where they can make best uses of what we offer. Overall, there is a foundation to our offering that over time increases our impact and eventually the change we help create becomes irreversible.



The steps of our Impact Pathway that we follow, in order, are:

1. **Define intention**
2. **Create inspiration**
3. **Catalyze invention**
4. **Apply innovation**
5. **Improve through iteration**
6. **Perform transformation**
7. **Realize Work The Future!**

What's Your Moon Shot? Looked at another way, our seven-step pathway starts with purpose, moves onto branding through culture re/creation to brand re/creation so that you can follow your illuminating and guiding North Star's trajectory all along your pathway to your defining Moon Shot.

Brand and Culture: Shared Purpose for All

We create brand new, culture-based, forward-facing strategies and solutions so that your core purpose is your True North—your guiding star. We work with leaders

and organizations to create their brand's True North strategy so that all stakeholders enjoy a shared sense of purpose and pathway, earning the hearts, minds, and wallets of your brand community.



After all, brand is culture inside out and culture is brand outside in—the two can't be separated.

The "W" stands for Whitney Vosburgh who is a Brand expert. The "C" stands for Charlie

Grantham who is a Culture expert. Together, we bring it all together so you can be better together with all your stakeholders, inside and out.



Whitney Vosburgh, Co-Pathfinder, has a world of experience having lived, studied, and worked in Asia, Europe, and America. He is Co-Founder of Work The Future! Today, a pathfinding group that practices the art of the possible, well in advance, and CEO of Brand New Purpose, a brand consultancy that creates purpose-built, value-driven opportunities. Whitney is also an interim Chief Marketing Officer and forward-facing change agent for Silicon Valley startups and Fortune 20 companies. He graduated with a M.A. in Religious Leadership for Social Change from the Graduate Theological Union and with a B.F.A. from Parsons School of Design. His expertise has been featured in three books, including a bestseller by Dan Pink.



Dr. Charles Grantham, Co-Pathfinder, has a rich multi-disciplinary background, and pursues his passion for helping leaders, organizations, and communities realize their true potential for effective performance, governance, and sustainability. After serving in the Special Forces—no, he can't tell you about it—he enjoyed successful careers in academia and with multi-national technology companies as an Executive Director of R&D. Charlie received his Ph.D. in

Sociology from the University of Maryland. He has published nine books and several dozen technical papers. His last book was "ForeSight 2025," a practical guide on how to navigate the change process to prosper in the coming decade. Charlie actually worked with the original prototypes for Dilbert and the Gang... yes, all true!

Purpose

THE BOOK

PART 1: PURPOSE

We start with talking about purpose because that is the fundamental guiding principle in the transition from the Old Story Of Profit First to the New Story of Purpose First. Purpose is the grounding, the point at which everyone connects in the transition. There's been much said lately about purpose. Many opinions, many definitions. We don't want to any chance of misunderstanding, so we explain what purpose is to us and why we believe it is absolutely bedrock to all that follows. As every good pilot knows, you check your compass reading and your altitude indicator before you take off. If you don't, you'll never really know where you are on the journey. Following that best practice, we start with a check on our compass—purpose and direction.

Chapter 1: This into That

Why even read this book? Because the world has lost its way. We have no clear core purpose, thanks to our misleaders and misleading institutions. We need a new illuminating North Star to guide our journey—the New Story of Purpose, of being better together.

Chapter 2: What's Your Why, and Why's That?

We share a summary of the highlights from our research that asked thoughtful people about their “Why?” and “Why's that?” What we found was that the “why of life” is about experience, being present in this world, not just doing or having something. Also, we found that finding a place to work on purpose—a place where people could live out their why—was a difficult idea to wrap their heads around.

Chapter 3: So, What's Your Story?

The first part of your story is your purpose. The middle part of your story is about the values you hold sacred and how you know when you are living out those values. The last part is about how you bring the New Story into being. We look at how your purpose and story are perceived, what people see you doing in the act of sharing, and what you are in fact sharing.

Chapter 4: Do You Live in the Right Place?

We conclude the discussion of purpose by shifting the focus to examine where purpose and your value story get lived out—putting purpose in its place within your life. People often get confused about the words “space” and “place.” We define and discuss those in this chapter. Lessons of this chapter apply equally to your home, your workplace, and your community. This chapter sets the stage for the next section.

Place

PART 2: PLACE

Having a clear purpose is all well and good, but where does it get played out in time and space? That question is about what we call “place.” The place we are all most familiar with

is the community we live in, the neighborhood where our house or apartment is located. Just as the forces of change from the old to the new are creating change for individuals, so they are driving change in our communities. If change is scary for people, it is downright terrifying for our towns and cities government. Spaces of old become places for tomorrow.

Chapter 5: Will Your Community be ‘Dead On Arrival’ in the 21st Century?

Just like people without purpose, communities without a purpose and an identity to live out will not make the transformation to the New Story. This chapter addresses what you can do to integrate your purpose with that of your community.

Chapter 6: How to Keep the DOA from Happening to Your Community

We received much positive feedback on our original op-ed about the major challenges facing local governments in the early 21st century. Folks asked us to expand on how to keep these oncoming forces of change at bay. This chapter shows

how you can make these forces work for you—not against you—if you have a strategy.

Chapter 7: So, What's Your Community Brand?

As we discussed in chapter 3, everybody needs a purpose-anchored story. So do communities, if they are to help you live out your personal purpose. A brand is how you frame that story—it is a living, breathing, ever-changing relationship. Your civic brand is a clearly defined and identified entity with an associated promise of value and purpose.

Chapter 8: How to Move Your Community Forward

This chapter offers specific tactics for moving your community forward, based on a model of a purposeful place brand:

1. *Strategy*: Putting someone in charge of strategic planning, branding, and innovation.
2. *Services*: Developing a plan for consolidation of services as revenues collapse.
3. *Sustainability*: Making continuous sustainability your central policy goal.

Chapter 9: Putting Your Place Brand on the Map

Branding your place is important because your town is in competition with hundreds, if not thousands, of other local governments for highly talented and resourceful residents, businesses, and organizations. You want the economic engine of the 21st century—“that creative class of people” as Richard Florida has called them—to come live, stay, and grow their families and businesses in your town. Branding is the emotional magnet that will draw them to you, and keep them there.

Practice

PART 3: PRACTICE AND WORK

If you have followed us so far, you understand about purpose-driven change, and you can see how place can support that transformation. OK, so what? How do you accomplish this? First we describe the structure of our New Story of Work; next, we focus on the purpose of leadership; finally, we look at the purpose of place and the purpose of practice. We close out our story stressing the need for big picture thinking, co-creation, and shared purpose. Finally, we lay out a step-by-step method for making the emotional and organizational transformation required to move from the Old Story to the New Story of Work.

Chapter 10: Reimagining the Context of Work: Why Purpose?

This brings us full circle to purpose in the context of work, where many of us find our highest purpose. However, we live in an increasingly purposeless world filled with purposeless work. The Old Story and its attendant social institutions were designed to promote continuous growth. These institutions are no longer life affirming, nor supportive of personal well-being (integration of body, mind, and

spirit), let alone human wholeness (integration of individuals into a greater whole). This chapter introduces the key next steps to bring purpose more fully into work.

Chapter 11: Leading with Purpose

Leaders show their followers a direction to move towards. They lead them towards something, and that something is purpose. In an ideal case the leader, followers, and organization are all aligned on a commonly understood and embraced purpose. This chapter explores how that gets done.

Chapter 12: Place Linkage—Where Purpose gets Connected

In our last chapter, we talked about how leaders express purpose, how managers make it real, and how creative catalysts actually create purpose. We switch gears a bit in this chapter to focus on how that purpose, and ultimately shared purpose, gets expressed in physical and virtual environments. If the previous chapter could be called the what, this one is the where.

Chapter 13: Leveraging Shared Purpose

How can people leverage purpose and place so that they impact the largest number of people? That question brings us to this chapter about practice—what do you do every day, day in and day out, to consciously live out a personal and shared purpose. We explore the role you assume in your work organization or community. We look at leaders, managers, and creative catalysts.

Chapter 14: The Purpose of Transformation

The Old Story of Profit First is dying, and there is nothing to replace it. We yearn for a New Story of Purpose First to take the place of the burnt out husk of the Old. We need to bring that story to life and to put it to work for all stakeholders, not just shareholders. Companies must not only share the wealth their workers create, but recognize the role of all parties in the co-creation of that wealth.

Chapter 15: The Way of the Path—Towards Purposeful Transformation

The emotional transformation towards purpose in many ways parallels the classic story of the Hero's Journey. It is a path of what Carl Jung, the noted Swiss psychiatrist who founded analytical psychology, called individualization or becoming oneself. Or, in an organizational setting, finding your core purpose means discovering your True North.

Chapter 16: A Message of Hope: Work The Future! Today

We wrap it up by reviewing where we've come in our journey to the future. So we need to work together, to come together, to be together, to enjoy a better future together. How do we do this? We do this starting today in the here and now, not the over there and later. We work the future, today, as the future starts now, not later, and time waits for no one.

**Seize
the day!**

**Contact us
to find out**

—why—

and how.

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A composite image featuring a view of Earth from space in the background, showing the blue and white horizon of the planet against a starry black sky. In the foreground, there is a dark, rocky lunar surface with a small, bright crater. The text "Work The Future Today" is overlaid in white, with a red dot on the period of "Today".

Work The Future Today

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