

# The Study of Amy Webb : The Futuristic Novel

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**Abstract:** *We're looking at the futures of complex, volatile issues—artificial intelligence, workforce automation, global supply chains, geopolitics, the impacts of social media—the math doesn't work out. The goal isn't to predict; it is to be prepared for alternative outcomes. Leaders and their teams must rehearse plausible futures, which mean being flexible on how to accomplish transformation normally, the people we've interviewed are academics who have been researching one theme their entire life. You're a foresight specialist. If you had to define your big idea, what would it be? It's about flexibility. Most people and organizations are very inflexible in how they think about the future. In fact, it's difficult to imagine yourself in the future, and there are neurological reasons for that. Our brains are designed to deal with immediate problems, not future ones. That plus the pace of technology improvement is becoming so fast that we're increasingly focused on the now. Collectively, we are learning to be "nowists," not futurists study..*

**Keywords:** Nowists, futurists, technology, improvement, Amy, Webb

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