

Tomorrow is Talking: Are You Listening?

"Your imagination is a machine that turns the whispers of tomorrow into the roar of today's opportunity!" – Futurist Jim Carroll



The Future's Frequency

The future is constantly whispering to us. The trick is learning to listen—and then actually doing something about what you hear. Sometimes you need your imagination to help you do that.

It's like a radio that picks up tomorrow's signals before they become today's strategies.

Hear the Signal

Tune into the whispers of future trends

Understand the Message

Interpret what these signals mean for you

Take Action

Transform insights into strategic decisions

Stories as Signal Amplifiers

The best stories aren't just good entertainment. They're like amplifiers for those faint signals we might otherwise miss.

They help us understand what those whispers are telling us and turn them into real movement.

Let's explore eight real client stories that demonstrate how to detect these signals and transform them into action.



Signal #1: Trucks as Data Platforms

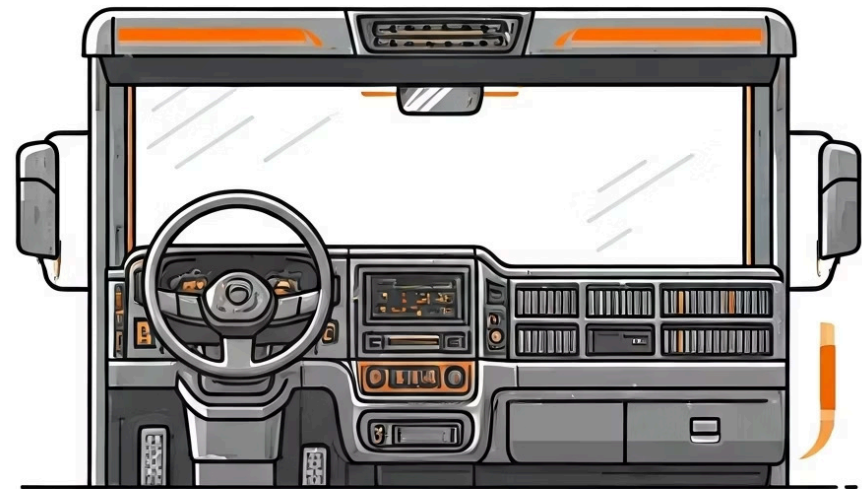
The Signal

A trucking company client had a lightbulb moment during my keynote—their trucks weren't just machines anymore. With all the connectivity and smart diagnostics, the real value was in keeping things running and learning from the data.

It's called **predictive diagnostics**, and it's a game changer for many industries.

The Decision

They started thinking of "uptime" as their actual product, building their offers and pricing around keeping things running smoothly, not just selling more trucks.



Signal #2: Agility Through Small Experiments



Think Big

Set ambitious goals that challenge conventional thinking



Start Small

Fund quick experiments with clear success metrics



Scale Fast

Rapidly expand what works, abandon what doesn't

One client embraced this philosophy and stopped getting stuck waiting for the perfect plan. They challenged themselves by focusing on becoming a 'fast team,' making speed a core part of their DNA.

Their decision: Create a framework for small, quick experiments with clear rules about when to grow them or kill them.

Signal #3: The AI-First Organization



The Signal

During an AI keynote, one leadership team took my advice about becoming an "AI-first organization." They challenged themselves to disrupt their own business before someone else did it for them.

The Decision

They committed to adapting AI in everything they do, making this decision months before the widely publicized similar moves by Shopify and other organizations.

Signal #4: Frontline Wisdom



The Signal

A global operations client discovered something powerful: the people on the front lines see opportunities that leadership completely misses, especially around customer service and logistics.

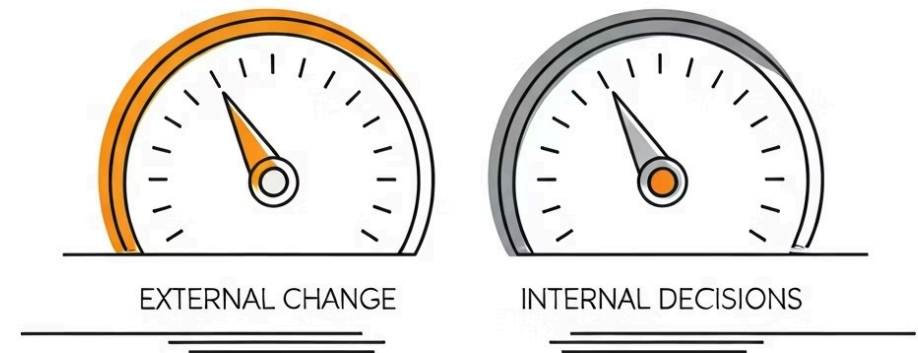
The Decision

They created a direct line from their frontline team to key members of leadership and committed to acting on one small idea every single week.

Signal #5: The Acceleration Gap

During a strategy offsite I facilitated, someone named the problem perfectly – they were in the midst of what I call the "Acceleration Gap."

The world outside was changing faster than their internal decision-making could keep up.



The Decision

They focused on building a collaborative sharing methodology – based on simple weekly reports – to track how fast things are moving, and to speed up their planning cycles.



Signal #6: Authenticity as Advantage

A retail brand that engaged me for an AI keynote realized that in a world flooded with AI-generated content, being **authentic and transparent** about where things come from was becoming a real competitive advantage.

The Decision

They decided to create clear standards for authenticity across everything: their content, product claims, and even how they talk about hiring.

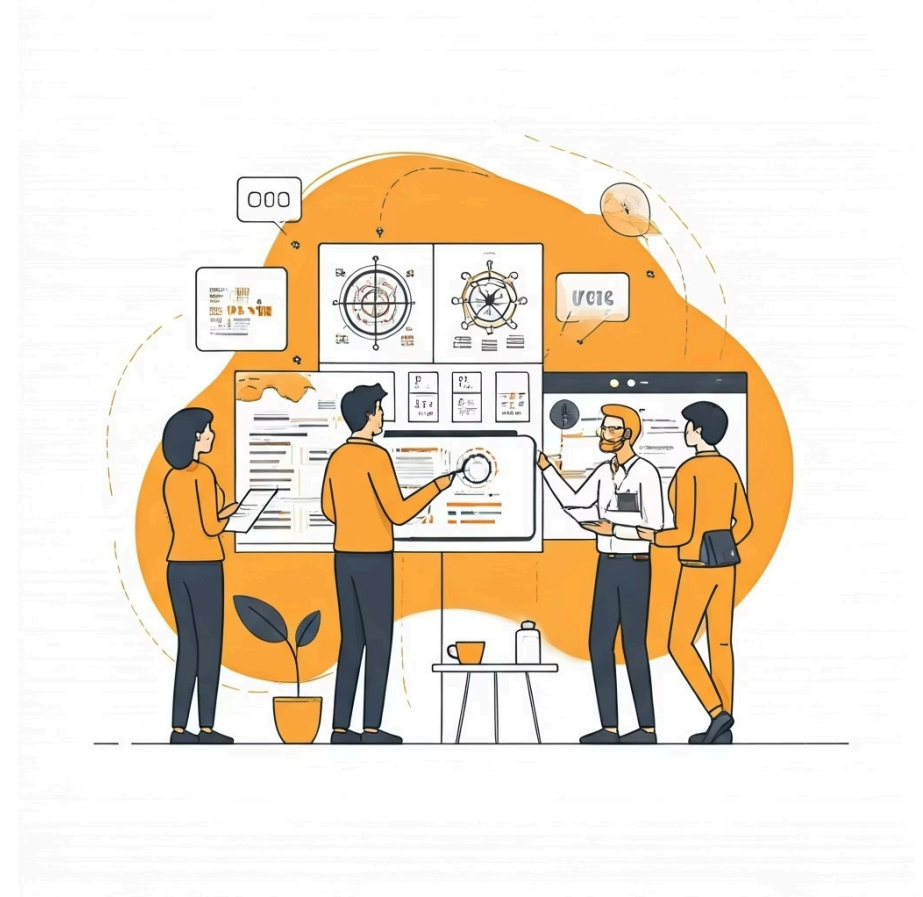
Signal #7: Working in the Open

The Signal

An industry client at a conference I spoke at showed how working in the open, through standards groups and shared pilot projects, gave them a much earlier view of what's coming than closed-door meetings ever could.

The Decision

They directed their development teams to spend more time participating where the future is actually being built: joining more standards bodies, open trials, and cross-industry working groups.

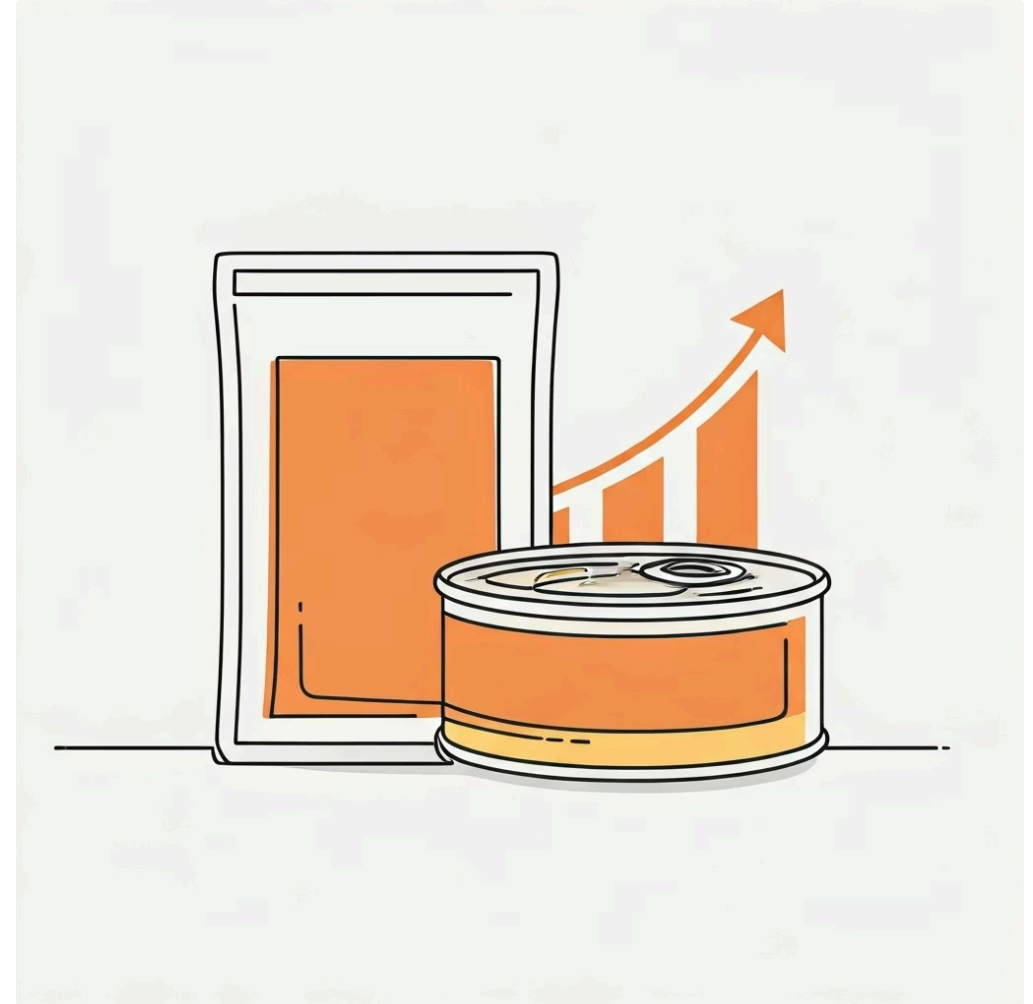


Signal #8: The Power of a Story

The Signal

During a public sector transformation workshop I led, I watched one specific, well-told story move an entire room from uncertainty to clear action.

The story? It involved StarKist and the **\$200 million revenue boost** that a simple switch to resealable plastic pouches led to!



"What's your tin can?" became a catalyst phrase in their meetings.

From Signals to Action

The thing about the signals that are being sent to your imagination is that they make the whispers impossible to ignore, and help you to get moving forward.

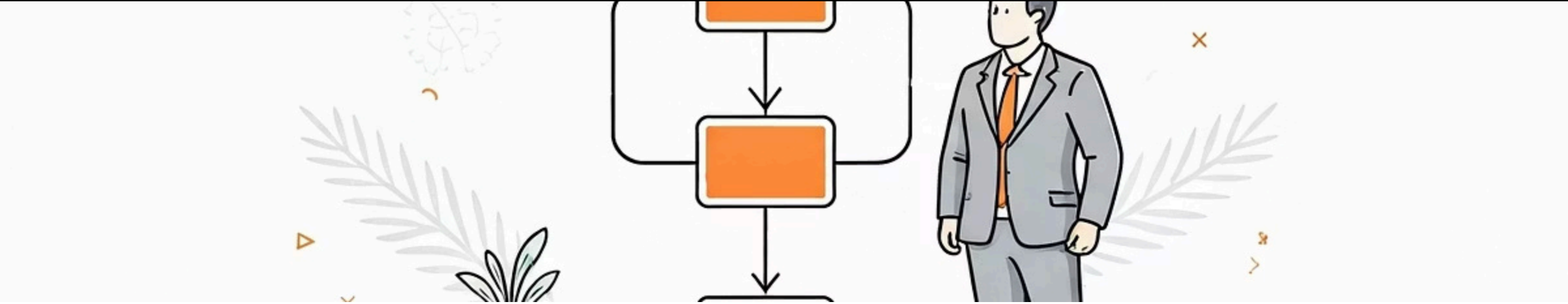
Detect Signals
Listen for the whispers of change

Scale
Expand what works quickly



Interpret
Understand what they mean for you

Decide
Make clear, actionable choices



Don't Let Good Anecdotes Just Stay Anecdotes

You don't need a massive strategy document. You need clear signals that lead to easy decisions. Then you take what works and scale it fast.

Stories should be catalysts for action, not just interesting tales. When you hear a signal through a compelling story, use it as a springboard for change.

Think Big, Start Small, Scale Fast

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Clear Signal

Identify one whisper from the future
that's relevant to your organization
right now

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Easy Decision

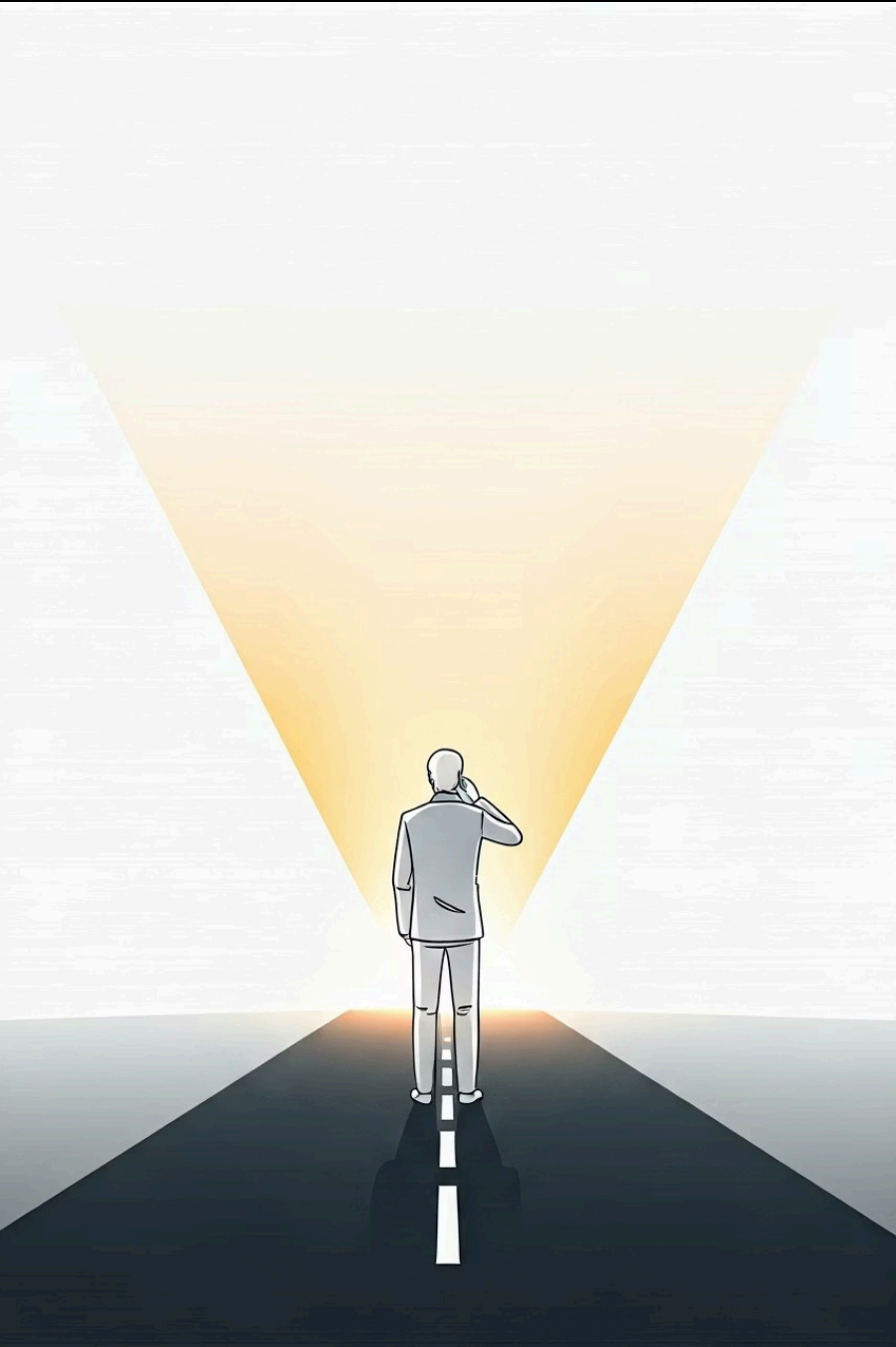
Make one concrete choice based on
that signal this week

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Quick Win

Implement a small experiment that can
show results within 30 days

What's the one signal you're hearing that you can't afford to ignore?



The Future Is Talking to You

Make sure you're ready to listen—and act.

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