

Faster Changes

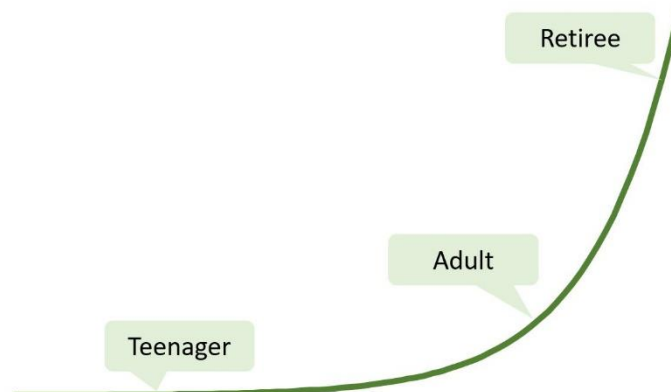
The world has never changed as fast as it is today. However, when looking back in history, and taking a relative perspective ... this has always been true.

This also means that when looking into the future, the current speed of change is the slowest we will ever get to see. Companies, organisations and politicians need to accept that, and be able to prosper under such conditions.

In this chart, there is a steady 10% development of some sort - it could be anything.

In the lower left (beginning) of the chart is the teenager looking at the world. It is changing - yeah, right. Nothing much is happening, and if the world were changing any slower, it'll have to move backwards.

Further, nothing much is going to happen for the next several years.



The adult, me and you, the world is changing a lot faster than it used to do. We deal with it - there is no alternative. We also, at least intellectually, know the speed of change will increase further, which is somewhat daunting - but we are sure, we will cope.

The retiree is at the upper right of the curve, and fondly remembers the stability of his youth as well as the speed of change in his adulthood, which was actually moderate and manageable. Today, he believes, the world is changing at an uncontrollable speed and cannot imagine it will possible to imagine a higher speed of change.

I am sorry Grandpa. The world is progressing as it always has been, and your grandson is the teenager at the beginning of that very same curve.

What do we make of it ...

- Managing and leveraging uncertainties has never been more relevant than now
- Stop whining, and learn to prosper from change

Never in the future will intelligent and proactive risk taking be less relevant than it is today. Relying on traditional risk management where risks (already taken) are minimised to some extent is like managing finances using bookkeeping only.

We need to know the current risk profile/exposure - but we need to embed risk considerations and deliberate risk taking into decision making. This is not new - both the COSO and ISO standards have stated that for years - a fact generally ignored by those deploying risk management.

It is no longer sufficient, nor has it ever been, to be safe, when the boat is rocking. To prosper in a competitive environment, you need to be able and ready to be the one rocking the boat.