



HERE AND NOW v's THE FUTURE

OUR APPETITE FOR LONG-TERM THINKING

I was listening to someone talk about how we're living in a time of significant change. How we're dealing with some pretty unexpected stuff. Challenges we probably haven't had to deal with before. And how that's causing some companies to rip up, or dramatically change, their longer-term strategies and plans.

Not a new conversation topic for most of us, I'm sure. But then I heard this...

"Our appetite to think longer-term is reducing."

That stopped me in my tracks.

We want fast results. We're expected to deliver now, exceed expectations, and show return on investment quickly. The item we've just ordered must arrive today.

But how we approach things like AI, equipping people with the skills they need for the future, think more strategically – that all needs longer-term thinking.

That takes time. It's not instant. It sounds complicated. It can feel uncomfortable.

Not sure about you, but I find it easy to focus on what's right in front of me. The immediate priority, the next meeting, the urgent email or big scary deadline.

But when does the longer-term stuff sneak up on us and become another priority on our urgent 'to do' list?

Interesting how one comment can resonate sometimes. It's made me think about the balance between short-term wins and longer-term, lasting change, that's for sure.

...and no, the irony of that isn't lost on me!



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