



# Anticipate: The Art of Leading by Looking Ahead

*Rob-Jan de Jong*

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Business schools, leadership gurus, and strategy guides agree—leaders must have a vision. But the sad truth is that most don't...or at least not one that compels, inspires, and energizes their people. How can something so essential be practiced so little in real life?

Vision may sound like a rare quality, unattainable by all except a select few—but nothing could be further from the truth. Anyone can expand their visionary capacity. You just need to learn how. In *Anticipate*, strategy and leadership expert Rob-Jan de Jong explains that to develop vision you must sharpen two key skills. The first is the ability to see things early—spotting the first hints of change on the horizon. The second is the power to connect the dots—turning those clues into a gripping story about the future of your organization and industry.

Packed with stories and practices, *Anticipate* provides proven techniques for looking ahead and exploring many plausible futures—including the author's trademarked FuturePriming process, which helps distinguish signal from noise. You will discover how to:

- Tap into your imagination and open yourself to the unconventional
- Become better at seeing things early
- Frame the big-picture view that provides direction for the future
- Communicate your vision in a way that engages others and provokes action
- And more

When you anticipate change before your competitors, you create enormous

strategic advantage. That's what visionaries do...and now so can you.

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