

**10/10**

**FUTURE-BACK THINKING**

**REACTIVE LEADERSHIP SURVIVES.  
FUTURE-LED LEADERSHIP WINS.**



# THE SHIFT

**Pressure pulls you into today.**

**Vision pulls you into tomorrow.**



# THE CONTRAST

**Present-focused leaders  
solve problems.**

**Future-focused leaders  
design advantage.**



# BUILD IT

- **Write the future press release**
- **Run scenario planning sessions**
- **Ask: If we started today, would we build this?**
- **Measure decisions against long-term positioning**



# ARE YOU BUILDING FOR RELIEF – OR RELEVANCE?

STONE SOUP COACHING

