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CHANGE. IT'S NOT GOING AWAY.

Change is the new constant. With a wave of technology coming our way it isn't going anywhere anytime soon, if anytime at all.

From robotics, artificial intelligence, nanotech, quantum computing and self driving cars the world as we know it is being revolutionised. Virtually no industry will be left unaltered.

Much of this change is not the stuff of one day, it is the stuff of today.

Self driving trucks are on the road on American highways, injectable nanotech can monitor your health from your bloodstream and the first robotic kitchen goes on sale this year.

It is rather overwhelming. Which is why it is important to remember that what is changing is one important side of the conversation but equally we must consider what will not change. The unchanging is just as useful when it comes to preparing ourselves for the future.

If we focus on human skills and develop the right processes for persuasion, creativity, strategy, thinking and empathy—we can *maintain relevance and connection.*



WHAT WON'T CHANGE

*So what won't change? What skills will be forever relevant?
I call these Forever Skills™.*

THE NEED TO PERSUADE.

Many of us get a little icky when it comes to 'selling'.
We think it is a negative thing.

We think we are above it or that we shouldn't need to do it.
We believe if we're good enough, smart enough, innovative or work
hard enough then our value (or the value of our idea) will be
self evident and 'sell itself'.

This is not true.

We are all in the business of selling.

If you're a mum you are selling vegetables, clean teeth and bedtime.
If you're trying to get your point of view across you are selling
an opinion and if you are single and go on a date,
you are definitely selling.

Selling doesn't have to be uncomfortable or desperate, it is framing
something in a way that others have the opportunity to see its value.
It reminds us to be conscious of the person we are trying to engage.

With the right approach, mindset and tools selling can be something
we all can learn to enjoy. Besides we will need to if we are to
maintain our relevance in this rapidly changing world.



WHAT WON'T CHANGE

THE NEED FOR EMPATHY.

No matter what you're selling remember you will always be selling to human beings.

The need for empathy isn't going away. Connecting with customers and each other relies on our ability to understand. It sounds odd but many companies do not understand the business they are really in.

Doctors sell time.

Optometrists are in retail fashion.

Many businesses and people know what they sell rationally.

The features and benefits. The products and services.

Yet they often don't understand the emotional exchange taking place.

There is always one.

Human beings do not buy rationally, they post rationalise.

Knowing what we are really selling (and what they are truly buying) helps us progress our businesses in ways that have appeal and relevance to our clients.



WHAT WON'T CHANGE

THE NEED FOR HUMANITY.

Our humanity is the greatest business asset we possess.
This stuff is never just business.
It is always personal.

Because no matter the business we are all dealing with people.

So remember to keep it personal and use human language.

Being good at our jobs is no longer enough. It is table stakes.
If you are a carpenter who is good with a hammer
you are category generic.

We need to offer more than what people expect.
We need to stop expecting that the best ideas and people win
or that first to market guarantees us success.

A breakthrough study done by Oded Shekhar at Ohio State University found that 97.8 percent of the value of an innovation goes to the imitator not the originator.



WHAT WON'T CHANGE

THE NEED FOR COLLABORATION.

IQ is no longer enough. EQ alone is no longer enough. Today we need WE-Q or collaborative intelligence. As our world gets increasingly complex we no longer do much by ourselves and our ability to collaborate becomes even more important.

The problem is many of us hear the word collaboration and think that it is about being nice or politically correct.

It's simply not.

Collaboration makes us smarter. In fact MIT did a study and they took a homogenous group of men and added a woman to it. The collective iq went up. The diversity made the group smarter and better at solving problems. It is all about cognitive diversity. The more diverse our thinking the wider the possibilities become and the more ideas open up.

Colliding ideas from different fields is the perfect way to maximise the power of collaboration. So make sure you hang out beyond your industry and learn from all kinds of industries.



WHAT WON'T CHANGE

THE NEED TO STAND OUT.

We are more in danger of being invisible than we are of being controversial. The biggest threat we face in our businesses is not being controversial, it is being noticed.

In a sea of information we get lost.
We need a beacon.

The beacon comes from finding our uniqueness.

To do this we have to push beyond the obvious barrier.
The obvious barrier is the thing that stops original thoughts.
It is our default way of thinking.

THE NEED FOR CREATIVITY.

Creativity is not an ability to draw. It is an ability to think.
But too many of us mix up artistry and creativity and decide
we are simply not creative.

This is dangerous. Particularly in a world where creativity is a much needed skill. Artificial intelligence usable to replicate but it cannot create. (well yet anyway, who knows one day). But for now

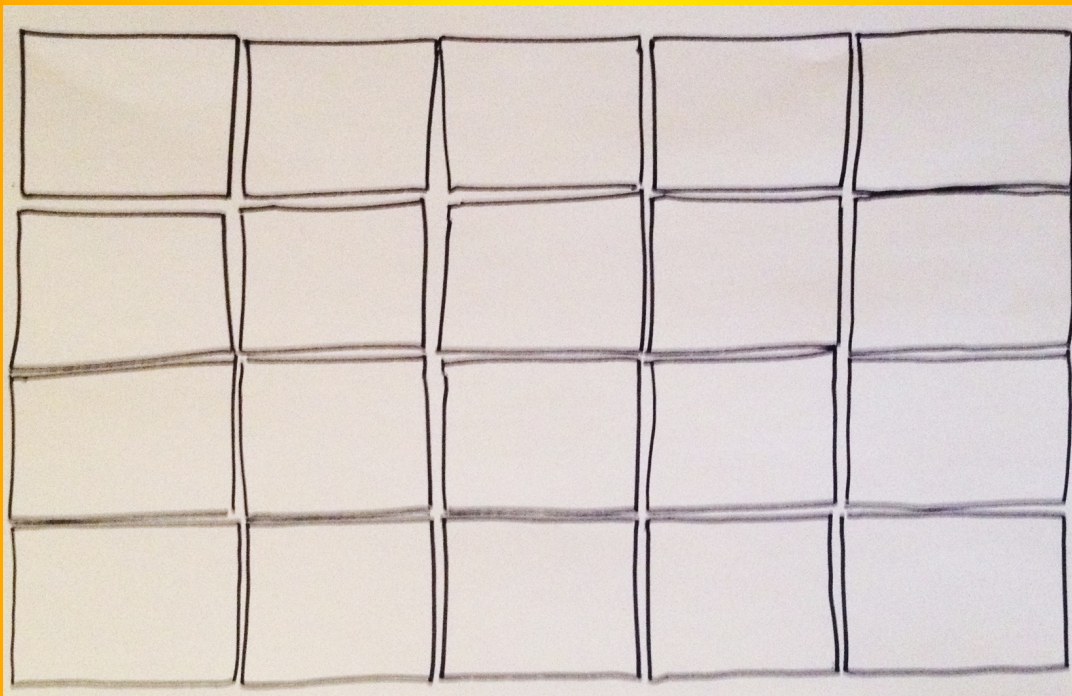


WHAT WON'T CHANGE

THE BOX METHOD

Coming up with ideas isn't a talent. It is a discipline.
Which means the more you practice the better you get. Yep, just like a muscle you have to work at it to build it.
It is also a numbers game. Most people only do around 3 ideas before declaring that they aren't good at it.
This just means they have not done the work.
So do the work.

Try using The Box Method where you fill in every box with a different idea and you don't stop to judge, check your email or make a cup of tea you keep going till they are done. Try doing pages of these.
The odds of you coming to a more interesting solution are much higher when you do. Even likely.





WHAT WON'T CHANGE

THE NEED FOR DIFFERENT THINKING.

Ask better questions. Questions open up possibilities whereas statements shut them down. Think about the difference in possible solutions you get from

statement: we need to build a bridge

question: how do we get to the other side?

One opens up a lot more possibilities
(and it isn't the statement)

While you're questioning things don't forget to ask impossible questions. Impossible questions are the question that suspend the way things currently are, the things we currently believe and ask what if.

They push beyond our current limitations.

An example of this can you imagine a restaurant with no food? Yes. You can if imagine a place restaurant in the middle of a market with no menus and master chefs ready to cook up a storm with the ingredients you buy and bring them.

If you can suspend a belief for long enough a new possibility will emerge. So what's your impossible question?

What could you rethink and reimagine.

What could your business be?

Who could you be?

Who you are is wonderful.
Capable.
Ingenious.
And exquisitely human.

These are the skills
that will keep you forever relevant.
Make the most of them.

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