
How to Future-Proof Your Business

Peter Diamandis <peter@diamandis.com>
Reply-To: peter@diamandis.com
To: suttdenn@gmail.com

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Entrepreneurs will create more wealth in the next decade than we did in the past century.

We'll also experience the reinvention of every industry. Understanding how to navigate this accelerating technological change is essential for every leader.

What's the reason for such dramatic change?

The convergence of exponential technologies: from AI and robotics, to blockchain and VR. These technologies are stacking and recombining—ultimately transforming business models and markets.

The problem with such significant change is that most people *fear* the future—instead of being excited by it. They fear what they don't understand and can't predict.

And fear is a *terrible* mindset for taking advantage of the opportunities ahead.

The solution to that fear is **knowledge and community**.

Knowledge of the concrete opportunities most likely to emerge from technological convergence is crucial for every entrepreneur.

It's the difference between leading (and thriving) in business—and getting crushed by a tsunami of change.

And participating in a *community* of Exponential- and Abundance-minded entrepreneurs is what it takes to maintain a positive, future-forward mindset that causes bold, world-changing ideas to flourish.

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KNOWLEDGE: CAPTURING INTERNET-SIZED OPPORTUNITIES & FUTURE-PROOFING YOUR BUSINESS

Whether you're in Financial Services, Real Estate, Insurance, Healthcare, Manufacturing, Retail, Advertising, Energy or another industry... understanding which exponential technologies are emerging and converging is critical to the longevity of your business.

How would you answer these three questions?

(1) Do you understand what technological breakthroughs transpired during the past 12 months that you should be leveraging in your business right now?

(2) Do you have a good handle on the anticipated breakthroughs that could most dramatically impact your business in the next 1-3 years?

(3) Are you clear about the top Metatrends that will shape the decade ahead? (For example, the disruption of the Advertising industry; skyrocketing AI-human collaboration; global gigabit coverage of 8 billion and 100 billion devices—just to name a few.)

I kick off every year with my [Abundance360 Summit](#), which I personally curate, host, and deliver to a select group of 360 entrepreneurs, executives, and investors.

The Summit answers the above three questions, giving you the latest knowledge required to capture emerging opportunities and make your business *future-proof*.

My goal is to get every member excited about the future—to help them harness these converging exponential technologies, create wealth, and solve significant global problems.

I've committed to running A360 for 25 years (through 2038). This upcoming 2022 Summit in February will be year 10 of this journey.

COMMUNITY: THE A360 SUMMIT IN FEBRUARY 2022

Are you interested in what I think is ***most important for entrepreneurs and leaders to understand*** going into 2022?

Here's what I've spent the year preparing for [February's A360 Summit](#):

DAY 1: HOW TO CREATE AN EXPONENTIAL ORGANIZATION

To get us started, I'll be joined by my dear friend Salim Ismail for an in-depth discussion about how to turn your business into an Exponential Organization.

Salim was the first President of Singularity University and is the author of the award-winning book "Exponential Organizations (EXO)."

As we'll explore during two modules on Day 1, an EXO is a company whose impact or output is disproportionately large compared to its peers—at least 10X larger.

Think Airbnb, Facebook, and Google.

All EXOs share 11 documented attributes: from leveraging the crowd and conducting rapid experiments, to hiring staff on demand and using advanced dashboards to drive decisions.

How much more could you accomplish if you adopted those same techniques?

We'll end Day 1 with dinner and member networking. My team has created an AI-based tool to match A360 members based on shared interests and goals—the people you're most likely to develop mutually beneficial relationships with.

DAY 2: PROOF OF ABUNDANCE & SHAPING YOUR ABUNDANCE AND EXPONENTIAL MINDSETS

Creating a world of abundance isn't about creating a world of luxury—it's about creating a world of possibility. For *everyone*.

I'll spend the first part of Day 2 giving you overwhelming evidence that we are on the path to creating a hopeful, compelling, and abundant future.

You'll learn how the 6 Ds of exponential growth are disrupting and transforming multiple industries—including your own.

Through engaging discussions with leading entrepreneurs and scientists, I'll share proof of abundance by focusing on the latest developments in Energy, FoodTech and AgTech, Housing & Real Estate, and Education.

How do you take this evidence of abundance and cultivate an Abundance Mindset? I'll show you how.

Understanding the power of exponential growth and having an Exponential Mindset can mean the difference between success and failure—between leading disruptive change and being the victim of it.

I'll be joined by an extraordinary lineup of speakers to discuss all the opportunities across the exponential tech landscape,

Here is a snapshot of that lineup:

- **Cathie Wood, Founder/CEO/CIO – Ark Invest.** Cathie runs investment firm Ark Invest, which manages *over \$50B* in assets. She was an early backer of Tesla and she'll be sharing her insights about investing in exponential tech: from AI and robotics, to blockchain and genome sequencing.
- **Steve Jurvetson, Co-Founder – Future Ventures.** Steve is on the Board of both SpaceX and Tesla (among other companies). Join Steve and me in a deep dive on SpaceX's Starship, Starlink, and discussions on nanotechnology, AI and quantum computing.
- **Dean Kamen, Inventor Extraordinaire!** Dean is a prolific inventor and entrepreneur with over 1,000 patents, including the first wearable insulin infusion pump, iBot, and the Luke-robotic Arm. Join us to discuss machines that manufacture complete organs from your stem cells, flying cars, robots and FIRST the cutting edge of education.

DAY 3: PROOF OF LONGEVITY & SHAPING YOUR LONGEVITY AND MOONSHOT MINDSETS

We'll start the third and final day of the Summit diving into **cutting-edge companies and technologies that are focused on longevity and extending the human healthspan.**

Billions of dollars are being invested every year to extend the healthy human lifespan—to make “100 Years Old the New 60.”

We’ll also make sure that what you learn about longevity science is actionable with breakout sessions where you can further develop a Longevity Mindset.

During the second half of the day, we’ll focus on shaping your Moonshot Mindset and how to create a Moonshot organization.

I can’t think of a better person to discuss Moonshots than **Astro Teller, Captain of Moonshots at X: Alphabet’s Moonshot Factory** (formerly Google X).

Astro is a rockstar who will be teaching you how to build a Moonshot team. How do you effectively lead that team? How do you enable an environment where “crazy ideas” become real?

READY TO JOIN MY ABUNDANCE360 COMMUNITY?

If you want to become an exponential entrepreneur and reinforce the mindsets that will inspire and guide you to create a hopeful, compelling and abundant future for yourself and humanity, then consider joining my year-round **Abundance360 Mastermind and Executive program** and come to our in-person A360 Summit February 2-4, 2022.

My mission is to help A360 members ***obtain mastery in four specific mindsets***: an Abundance Mindset; an Exponential Mindset; a Longevity Mindset; and a Moonshot Mindset. Together we will actively select and reinforce your preferred Mindsets.

To learn more and apply to A360, visit abundance360.com

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