



## DANIEL BURRUS' SELECTED QUOTES

"In times of great uncertainty, we must ask ourselves what we are certain about."

"The visible future™ is the part of the future that you can clearly see."

"Technology has the power to alter reality. It lets you make the impossible, possible."

"Strategy based on certainty has low risk and high reward."

"When planning for the future, remember that the present is obsolete."

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**"IBM's profitability will shift from hardware to software and services within the next decade." *Daniel Burrus, in a speech to IBM executives (1985)***

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"When a new technology satisfies a major social need, a revolution is created."

"Don't just anticipate your customer's future needs, create them!"

"The decisions of today must be based on the facts of tomorrow."

"When we see change as a positive challenge, we will respond with constructive action."

"Dwelling on current reality reinforces sameness. Dwelling on future goals reinforces action."

"The ability to anticipate the future provides the biggest competitive advantage."

"Future success depends on the strategic decisions you make today."

"Time is the currency of the new economy."

"When you see the future before others, you have an advantage."

"Change is opportunity."

"You cannot stop change, but you can shape it to your advantage."

"Keeping up is a fools game, there is no advantage in keeping up. Seek advantage."

"Globalization is made possible by the active exchange and utilization of information."

"Your FUTUREVIEW will determine the FUTUREYOU."

"You can thrive in the future if you understand what is shaping it today."

"We can't afford to be afraid of the things we don't understand."