



FACE THE  
COVID RESET:  
EMBRACE THE  
UNKNOWN

# FutureNOW

THE GUIDEBOOK

VERSION 1.0

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To my mom and dad, who always welcome me  
back to the family farm with a warm embrace  
– well, an elbow touch for now :)

To everyone who has lost someone  
in this very difficult time.

And to the doctors and nurses on the frontlines.

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## PREFACE

In early March of this year – the year of the great Coronavirus Pandemic – I was visiting Amsterdam between work gigs when I opened my laptop to find a string of similar, disturbing emails. They all said the same thing: that the conferences I was due to speak at in the coming weeks were being postponed as a precaution in the face of the growing Covid-19 crisis.

This was the moment it got personal for me. Covid was real, it was going global and, as much as I'd have preferred it wouldn't, it was directly affecting my life.

By now, I think we've all had this moment.

A week later, I was one of a few people at an eerily quiet Dubai International Airport, leaving my home base for the safety and isolation of our remote family farm in Magoebaskloof, South Africa, 6,000 kilometres away. As I write this, I'm sitting surrounded by fields of organic avocados

and raspberries, trying to process a pandemic that will make 2020 a profound turning point in human history.

What started just a few months ago as a remote disease in a far-off land has pierced the theoretical world of so-often-sensational 24-hour news – and it's now become intensely personal. Before I left Dubai, I attended a barbecue with friends, only to be told the next day that the girlfriend of one of the guests had caught Covid-19. The cousin of one of my closest friends returned from the UK to Zimbabwe, tested positive, and is only now recovering after treatment and quarantine. Another close friend in New York has just told me he is feverish and his lungs are burning – he is likely infected. In the weeks to come there will, no doubt, be many more stories to come.

It's been a surreal, painful experience that I have to admit has brought me to tears on several occasions. But through the immediacy and intensity of it all, I have come to realise that the Covid-19 pandemic is an absolutely intense rendering of what I've been studying and advising on for years: it's the future on steroids. It's the future right now.

I remember Oprah Winfrey once saying that the world is always whispering to us. When we don't listen, it starts throwing bricks – painful warnings that we often ignore. Eventually, if we refuse to heed the call, we are crushed by a falling wall. Bankruptcy,

divorce and disease, though traumatic, are some of the most powerful sources of reflection. I've been through the first two and am now going through the third – along with you and everyone else out there.

The message seems clear to me: our self-interests and selfishness are killing the Earth, and the Earth is trying to heal itself. So, how do we respond?

When my dad was diagnosed with Stage 4 cancer some 20 years ago, we immediately gathered as a family, sought out the best medical advice, adopted the right positive mindset, and did what we had to do (changing the entire family diet, for instance) – and, mercifully, he survived. We all need to make similar decisions in these extraordinary times. We need to gather our loved ones close, stay physically healthy and ensure we have access to good food, and adopt the right mindset. And then we need to do what we need to do. Because we can already start readying ourselves for a new reality – even if we cannot predict what it will look like yet.

When I read those emails in Amsterdam, I made some difficult but essential decisions. I sought the safety and security of the people I love, moving continents to do so, and I completely adapted my business model. I love talking to rooms full of people; it's a wonderful feeling and it's one reason why I do what I do. But I realised that that had to go on the backburner immediately, and there was no

point wasting time lamenting it. Along with much of the world, I now work entirely online – from large scale video conferences to small workshops and even one-on-one remote coaching.

Beyond this, I immediately decided to start working out how to help people hold on to hope – and that's what this book is about.

*Stay safe and fluid,*

*John  
Kuhestan Farm  
Magoebaskloof  
South Africa*

# INTRODUCTION: The Future**NOW**

Welcome to the future, where all our dreams come true – but so do all our nightmares.

That's a scary thought right now. Both our fears and desires have been dialled up by the rampant spread of the Covid-19 virus, the unprecedented pandemic that is currently rewriting the rules of our reality.

It's my job to discuss the future with people and companies, and make plans for that future. For years I've been speaking, advising and writing about the transition from the logical thinking and rigid structures of industrial society to the unbounded potential of our hi-tech tomorrow. These are often conversations laced with trepidation or even fear as we make plans for a world that is impossible to predict. We are quite possibly the first people in

history to witness in real time the collapse of the world we once knew – the way we do business, structure our society, build our governments and policies, how we connect and collaborate, what we consume, how we spend, the definition of education, our travel patterns – and on and on. Some of the people I work with understand this and are ready for tomorrow, but many don't get it and refuse to face the new reality, carrying on with traditional incremental adaptations in an exponential world.

I believe the Covid-19 pandemic is here to remove any shadow of doubt. (For one, it is grimly making clear the power of exponential growth in every infection and death-rate graph we see.) Not only is the world we knew collapsing; it's now collapsing uncontrollably. Things *are* changing, and now they're all changing at once.

The virus is shaking the foundations of the society we have built over centuries. But in truth this is a change that has been coming; it's simply more visible now. And although this is a painful time, there is a rare opportunity amid the chaos: this is a universal reset that allows us pause for reflection.

Stuck in our homes, unable to work and socialise, we are being forced to contemplate our place in the universe. To slow down. To stop using the frantic pace of life as an excuse to hide from some hard truths. Without the burden of busy-ness, we finally have

the time and space we need for sustained physical and emotional introspection that will see us emerge brand-new and ready to rebuild something better.

Before we can start creating that reality, though, we need to find a way to process our feelings and fears, which have been amplified by extreme circumstances – because right now everything is extreme. If you were sick before, you'll feel worse now (underscored by the threat of death virtually unknown in the modern developed world). If you were holding on to anger, it will be magnified by your isolation and uncertainty. If you were in a harmful relationship, it will feel inescapable.

Our hesitations and doubts are all turbocharged.

However, beneath that fear and negative emotion the opportunity waits to be grasped: we have a chance to thrive like never before and prepare for the collective future we all want. This is our chance to escape the overheated industrial revolution that brought us to this point; to stop chasing the fictitious goals we were never going to reach; to lift our heads up to the new day and replace self-interest with the ability to lift those around us in turn.

In all the years I've spent speaking with great enthusiasm and excitement about the future, I've seen crowds wowed, but I've come to realise that no book, video or presentation would ease that quiet fear of looking to the future and facing the unknown.

That's why this [book] has nothing to do with the future – as we thought of it a year ago, or six months ago, or six weeks ago. Covid-19 is now our future and I won't even attempt to build a scenario for the future in these pages – it's in motion as we speak. Instead, I'm going to share a framework that has helped me access new energy and realign my outlook despite the shock and grief of what's happening around us.

# 01 FACE THE LOSS OF FUTURE MEMORIES

We all have a picture of our future. It's made up of the frivolous and fantastic plans we construct, from buying a new pair of shoes and celebrating a friend's birthday at a restaurant to going on holiday or getting married. We all look forward to specific events in the future, safe in the assumption that they will happen.

Covid-19 has cancelled those future memories, because we won't be able to make them. It's a stark realisation, but it's critical that we mourn those lost memories to heal and integrate ourselves into the new world.

Mourning those memories is easier when we understand that they are processed in five stages of grief, which you may recognise from well-documented Kübler-Ross model. They are:

**1. Denial.** This was a biggie, and at a leadership level disastrous in some regions. Many people assumed the virus would simply stay isolated in China. We don't get epidemics, seemed to be the logic. Or they denied how dangerous it was – *It's just flu* – until it arrived on their shores and started claiming lives.

**2. Anger.** We then became angry because the universe was ruining our plans and threatening our very existence – a personal slight; an injustice!

**3. Bargaining.** Next, we started to make compromises with ourselves. We'd think, "Okay, I'll sit this out, I'll let work take a hit, and it will blow over." But that's not a sustainable or realistic state. You may try your hardest not to change, but the world is having none of that.

**4. Grief.** Grief takes hold when it sinks in that this stark reality really is affecting us in terrible ways.

**5 Acceptance.** Finally, once we have ping-ponged through each feeling and processed them all, we can accept that our future is going to change.

Mourning our future memories by working through each stage of grief is also useful as it helps us make our way up the "Panic Barometer".

On hearing that China was shutting down entire cities, and that a mysterious illness was sweeping through the Far East, many people asked themselves



“What the hell is going on?” Once it became clear that the pandemic was real and well on its way across the globe, that confusion turned inwards and we started wondering how we were going to survive. That’s the stage when people started panic-buying and stockpiling toilet paper while fake news and fear spread even quicker than the virus itself – which only increased anxiety and amplified the problem.

The final stage of panic, where I hope to meet you, comes with understanding that our unique identity and interests will help us find opportunities to uplift communities in this changing world. It’s the point where we swap self-interest for a desire to help get everyone through this together.

The sooner you can work through the five stages of grief and navigate from the first stage of panic to the last, the quicker you’ll be ready to start adjusting to our new future – and that means you’ll be ready to define it rather than getting caught in the crossfire of confusion.

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Watch this interview with Dr Joe Dispenza to help solidify this idea on memories.



Or read his book *Becoming Supernatural*.

## 02 BECOME AWARE OF YOUR SURVIVOR CONSCIOUSNESS

Have you noticed how some people seem to be incapable of action right now, while others are taking things in their stride? The difference between the groups isn’t intelligence or access to information; it’s the maturity of their Survivor Consciousness.

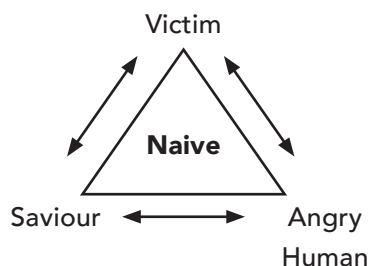
Our reaction to the virus is directly proportional to the maturity of our mindset, because it amplifies the underlying conditions and issues that have been lingering in our subconscious.

If you weren’t enjoying your job before, chances are you’re going to hate doing it remotely (if you haven’t lost it already). That business you’ve been battling to keep afloat is likely to fail. As reluctant couples and unfamiliar families are confined together for weeks on end, bad relationships will boil over.

Thankfully, we can choose how to respond to these challenges: we get to decide if this is all happening to us, or *for* us by choosing to apply a naive mindset or a mature one. I like to describe these two perspectives using triangles, each with different characteristics at their points, which I've expanded from Stephen Karpman's Drama Triangle.

The *Naive Mindset* is made up of three negative aspects:

- The Victim, where we are at the mercy of a relentless world that has robbed us of the reality we're entitled to;
- The Saviour, where we convince ourselves that sympathy for those suffering is sufficient, but don't take action;
- The Angry Human, where we blame everyone from the government to people licking trolley handles for the current state of affairs (because it displaces personal responsibility).



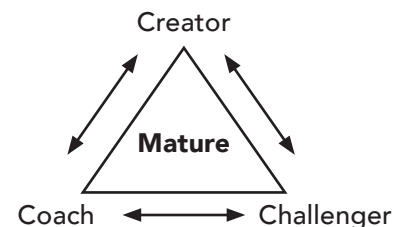
If you feel any of those things –  
**STOP!**

You are stuck in a Naive Mindset, and none of these feelings or frustrations help you evolve. It's selfish, self-centred and self-defeating. Focusing on what you think you're losing blinds you to your potential to start creating a new future right now.

The *Mature Mindset* is radically different because it helps us channel the energy we'd be wasting on misguided misconceptions and use it to become creative and positive.

It also consists of three aspects, this time positive:

- The Creator mentality, where we use our energy to actively build something new;
- The Coach, where we turn sympathy into empathy and help people change their circumstances;
- The Challenger, where we challenge people to do better, and help them to do so.



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For more on consciousness triangles,  
read *A Game Free Life* by Stephen Karpman.

## 03 BURN YOUR SHIPS

It's tempting to think that our lives are only on hold; that the virus will fade and things will go back to the way they were. But that's simply not true.

At the very least, the economic destruction caused by Covid-19 will be monumental. There hasn't been a global pandemic like this in a century, and the timing could not have been worse (or better?).

Global markets have ridden a Bull market for a decade now, and many observers have been predicting a collapse on the back of high debt levels. It was time for a *natural* slump; instead we've got one powered by a rampant virus.

Expert economists are sounding the alarm. Jim Rogers, veteran investor and co-founder of the Quantum Fund and Soros Fund Management, believes it will create "the worst Bear market in my lifetime". He's 77 years old.

In the two weeks before we published this book

the US economy lost half the jobs it had gained since the 2007/8 Financial Crisis.

Ray Dalio, a billionaire hedge-fund manager and investment Jedi who had the foresight to plan for and profit from the Financial Crisis, admits that he was blindsided by the disease. He believes that the US alone needs to double its planned economic stimulus from \$2 trillion up to \$4 trillion. That's more than the market capitalization of the world's four most valuable companies, Microsoft, Apple, Amazon and Alphabet (Google). (Their phenomenal collective worth is a problem for another discussion.)

These figures are beyond comprehension for most of us, and suggest that the economic fallout will be unlike anything we've seen since the 2008 Financial Crash at least – reason alone to face a new reality.

At this point it's worth noting that investors who adapted after Lehman Brothers went bankrupt in 2008 have managed to thrive over the last decade or so, and that means we're not necessarily set to face financial ruin – but as important as the effect on our macroeconomics and markets will be, we need to understand the changes this sickness will catalyse across all industries.

Think about the travel industry as an example. Who wants to set foot on a cruise ship now, knowing many have become floating quarantine zones? How will international air travel be affected? How

many airlines will be left flying? Are we going to have thermometers at every checkpoint, or have to pay exorbitant insurance on every ticket in case of another crisis?

And what about work? Across the globe, many are working from home offices for the first time, and discovering that it's not as easy as it looks. Those who don't enjoy it are itching to get back to "the real thing", while many organisations may realise they don't need costly corporate offices when they can build, monitor and manage a productive decentralised workforce.

Think about fashion, and accessories. What's the point of dressing in seasonal trends when you're always indoors? Do you still need to wear a watch? How will entertainment adapt? Are theatrical performances live on social media here to stay, because actors and crews can't congregate to make movies? (Cinemas are sure to suffer in the long term, either way.)

What about remote schooling? And architecture? And every other industry and part of our lives?

Everything will be different, so I urge you to prepare for a new normal – a future that's digital.

What does that mean? Well, for businesses and personal brands alike, we can use the lessons we're learning now to prepare for a future that's digital. In fact, this virus may be the biggest single stimulus for digital transformation in our history.

If we look back to our past, we've seen some incredible changes follow profound challenges. The professional liberation of women followed a war that proved how capable women were in the workplace. Mobile money growth exploded after civil riots in Kenya, because people needed a safe way to transact. The Financial Crash sparked a new digital reality: WhatsApp, Instagram and Venmo are all multi-billion-dollar companies formed not long after the crisis.

This virus is a catalyst for us to burn the ships of our past. The worst that could happen is that things will return to normal in time, and you'll be a better-equipped version of yourself. But please, do not hold on to the notion that things aren't changing – they are, and you can change too.

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*Click here to read more about the general who burnt his ships.*

# 04 REALISE THAT YOUR STATE IS WHO YOU ARE

How you perceive the world has a direct impact on how you prepare for it – and that means it's crucial to develop the right perspective to face this crisis. To do that, we need to ensure that we are in the best state to face that uncertainty by preparing on three linked but distinct levels every day. I advocate this advice at all times, but it's never been more valid than during this time of global uncertainty.

## EMOTIONAL STATE

The first (and in my opinion most important) state that we need to recalibrate each day is our emotional condition.

I start each day with a long meditation to address how I'm feeling and ensure my heart and brain are

synchronised. I also close my day by reflecting on my feelings to understand what I've gone through, and release whatever negativity I've had to deal with.

I find journalling particularly useful: I focus on gratitude, and identifying what could have become a worst-case scenario but didn't.

These are increasingly common rituals that have been proven to work by successful people around the world. Whatever your personal preference, it's critical that you find the right tools for you to use on a regular basis to maintain your emotional health.

## MENTAL STATE

Secondly, it's important to focus on our mental state. I recommend giving yourselves three directives each day. Ask yourself:

“What am I learning today?”

“How am I growing today?”

“When am I relaxing today?”

In isolation, these questions allow you to structure your time in a meaningful pattern, and form a healthy state of mind.

## PHYSICAL STATE

Lastly, I suggest two 20-minute movement sessions a day to protect your physical health. It's easy to excuse yourself from staying in shape when your movement is limited and the world is falling apart.

Binge, dominate the sofa, forget about exercise because you “deserve” a break... That’s how a victim would see this, whereas this is the time to challenge yourself and uplift others in the process.

In France, a guy ran a marathon on his balcony – which inspired my mate Colin in Dubai to do the same, and a South African to complete a full Iron Man in his garden. You don’t have to go to these lengths; just respect and safeguard your body, which in turn will allow you to respect and safeguard your emotional and mental states.

If you have the space and are not restricted, a long run or walk outside is ideal. If not, there are loads of trainers and experts giving free workouts on various platforms to help you stay healthy.

This three-part combination is essential to get into the right overall state to create the world you want rather than simply accepting the world as it is.

## 05 BE CONSCIOUS ABOUT HOW YOU PROCESS THE NEWS

Again, this is a rule that should always apply, but never has it been more critical for our mental and emotional states of being than in the current crisis. It’s important to stay informed, but be careful what you invite into your world.

I recommend that you spend a maximum of 10 minutes watching the news, and another 10 minutes discussing it with your friends and family. Any more than that leads you on a fast path to the Naive Mindset, worrying and sympathising about things you cannot control.

Immersing yourself in drama and negativity that has been packaged by professional broadcasters specifically to spike your fears and keep you engaged is the worst waste of your time and energy. It is a

recipe for hysteria and personal chaos – avoid it at all costs!

And remember, that panic and paranoia isn't limited to your television or the news sites you browse over breakfast. Social media is a shrine to sensationalism, and the virus of misinformation spreads just as quickly as Covid-19 has. In South Africa, it is now illegal to spread misinformation, but it's important that we all take the urban legends and worried whispers shared on WhatsApp with a pinch of salt.

Limit your time on social media. Exit groups that spread misinformation and fear, or even if they just make you feel uncomfortable. Prioritise your emotional and mental states.

I suggest that you stay informed, but rather than panic, put your energy into creating something new. To say it another way, focus on what you want rather than what you don't want.

“The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”

– Socrates

## 06 MAKE TIME DISAPPEAR

Right now, we're all stuck with ourselves and our families in houses and apartments – in limited spaces. It's a challenge, and you've probably wished you could fast-forward to the future.

And I can help you do that – sort of. Rather than merely measuring the passing minutes, I can help you make time disappear. To develop that superpower, though, we need to understand our past a little better, specifically the way that the industrial era conditioned our thought process.

Over the years, most of us have been conditioned to take on roles that help keep the machine going – all aspects of our world, from our careers to our time, has become a big factory of linked, linear processes that move our society forward.

Even though we've evolved as technology has taken us to new levels of understanding, most of us are still taking on roles as cogs within a bigger

machine: we're all about logical, left-brained processes and sequences of development that we equate with purpose.

However, the dynamic, quantum world we're moving into will reward those who don't think that way, or fit into that mould. Our world is full of cogs, but to stand out and create, you need to break out and be different.

Individuality and authenticity are becoming more important than our ability to follow the rules – a point highlighted by the way Covid-19 has proven that the rules can change overnight.

To develop into our most authentic, unique selves, we need to understand what we're curious about. What makes you most excited, screams for your attention when you're online or in a conversation, and sets you apart?

Exploring those interests makes you *interesting*, and that's a huge advantage in a world where there's a surplus of smart people with similar qualifications, fighting for limited places in the same machine.

The days of linear thinking and the same list of possible careers is being replaced by a multi-dimensional, new world, and we need communities comprising people who have embraced their invaluable individuality to avoid the same shortcomings that have always haunted our post-industrial society.

And it's an outlook that will affect how you experience the day itself. When you're totally enthralled in exploring your interests, time disappears. You lose all track, and it's like you've entered a wormhole that takes you from curious mind to accomplished specialist – a valuable use of time that also makes it fly.

Find the niche that excites you and you will never be bored while stuck at home in the months ahead. If you don't come out of this quarantine with a new skill, your side-hustle started, or more knowledge, you'll know that you don't lack the time, you lack the discipline to change. What better time to build that discipline than right now?

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For more on making time disappear, watch this short video.



## 07 FORGE AN “ANTIFRAGILE” PERSPECTIVE

Following your curiosity will not only help you find and become your most authentic self; it can also help you develop a bulletproof perspective that turns every challenge into a chance to learn, and ultimately overcome.

Renowned statistician and risk analyst Nassim Taleb is a strong-willed personality and not everyone’s cup of tea. But as the author of *Black Swan*, and as one who sounded the alarm early on the exponential dangers of the Covid-19 pandemic, he is worth listening to under the current circumstances. He has a beautiful way of describing the resilience we need in the face of black swan events like this that change our reality: he says we must become “antifragile”.

The concept is simple to understand: when you drop something fragile, it shatters; but when you’re

“antifragile”, what would have broken you before sees you bounce back, better equipped to deal with the unexpected.

Curiosity brings you to that state by helping reframe obstacles as opportunities to learn something new, and strengthen your inquisitive mind. Like any muscle, your ability to resist gets stronger when you exercise it, and before you know it, you’ll be able to shift from shock to recovery and creativity quicker than ever before.

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For more on this idea read *Antifragile* by Nassim Nicholas Taleb.

# 08 EMBRACE EXPONENTIAL LIVING

Most of our lives progress in a linear, sequenced way – another lingering effect from the Industrial-era manufacturing mindset. We study to earn a degree that gets us a job where we meet our life partner who we marry while we continue to climb the corporate ladder raising a family as best we can before we retire and leave this world.

It's a familiar path that most of us are pushed to follow, but what happens when one or more of those stages is erased by an unprecedented event like this disease?

I believe that we needn't live in a linear way, and that exponential living is a more appropriate perspective for a shifting world.

How does exponential living work? It starts with defining the type of life you want to achieve, and then working backwards.

A decade ago I made the decision that I wanted to live a nomadic lifestyle of minimalism, bringing clarity to people around the world. That choice has helped me make decisions about everything from my investment portfolio – I avoid property and lengthy contracts, for instance – to the people I engage with. Because I know where I want to end up, I can make the choices that will lead me there with confidence rather than hoping I'm taking the right next step on a path I haven't chosen.

But the impact of exponential living is deeper than that. I am more patient, because I am focused on the bigger picture and don't have a rigid timeframe to achieve things. I am calm and confident, and I can assess opportunities easily by deciding whether or not they're taking me closer to who I want to be.

The best part of this way of life is that an exponential outlook is not restricted by industry or qualification. To get started, change your "To do" list into a "To be" list. Spend time thinking about who you want to *be*, and the life you really, truly want. Write it down, then start using it to guide your choices and gather the impetus, focus and energy you need to make the life you want your new reality.

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*For more on this idea, watch this short video.*

# 09 UNDERSTAND THAT WISDOM IS FOR THE BRAVE

This new world we are moving into is incredibly scary, because nobody has been here before. Everything we know and understand – from education and banking to retail and relationships – has been rocked to its foundation.

The optimal way to prepare for a new future is to let go of the past. It's a lesson I've explored extensively in my previous books, and it has become enormously relevant today. As philosopher Alan Watts observed, being wise means *unlearning* something each day. Which is to say, letting go of the pain and patterns of the past that restrict our perspectives allows us to walk a new and more fruitful path into the future.

Confronting pain and letting go is a painful process, one that's reserved for the brave. Even though it's uncomfortable, though, we all need to heal the things that hurt us to take our opportunity at having a clean slate.

One way to gauge whether or not you have really healed from your past is to spend time reflecting on people, incidents and thoughts from your past, and to determine whether or not they spark negative thoughts. If they do, then your old self remains, and you need to evolve to find the forgiveness that leads to wisdom.

Breaking the expectation of what our future should look like starts with understanding the memories that we carry with us, and deciding whether they are true or not – then deciding to keep the memories that energise us, rather than those that build resentment. In this time of great levelling and resetting, we have never been better placed to assess ourselves, our hearts and our past behaviour in an honest way, and heal what's holding us back in order to find our new selves.

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*For more on confronting your past and understanding real wisdom, read my book **MAGNETiIZE**.*

## CONCLUSION

I began this book with the line “Welcome to the future, where all our dreams come true – but so do all our nightmares.” It is a line that underscores much of my work and has never been more relevant. The point is this: don’t have nightmares, have dreams.

At a time when the entire human race appears to be living a collective nightmare this is a challenge, to say the least. How do we add real value in our changing world?

The challenge is far from insurmountable. It simply means accepting that we must start all over again. Don’t be afraid to do just that. This is an opportunity – and you may like your new story better.

## ENDNOTE

My team and I created this version of the *FutureNOW* guidebook in the last week of March 2020 based on numerous requests I’ve received to put together a talk about coping with the effects of the Covid pandemic and the uncertainty it brings. I streamed my first versions of these talks on social media three days before the book’s release. ([Watch it here on YouTube.](#))

I am currently researching three scenarios of what the future may hold for us, and will stream these on social media when they’re ready. We will also update and reissue further versions of this guidebook.

This is real-time scenario planning, and I am sure the information will evolve considerably in the coming months. Please follow me on social media to stay up to date.



## ABOUT THE AUTHOR

John Sanei is a Knowledge Mercenary who travels the globe to uncover the lessons needed to uplift communities and help humanity thrive – or at least he did this until recently. While he was based in Dubai before the Covid pandemic struck, he is now travelling the globe digitally from his family farm.

John's unlimited fascination with the future has seen him become Africa's first faculty member at Singularity University in San Francisco, a lecturer at Duke Corporate Education in Johannesburg, and an Associate Partner at the Copenhagen Institute of Future Studies in Denmark.

Author of best-sellers *What's Your Moonshot?*, *MAGNETiIZE* and *FOREsight*, John is also the co-founder and Chief Exponential Officer at Future Self Academy, an author-led online platform that connects the curious to leading thinkers. ([See here.](#))

This version of the *FutureNOW* guidebook is free to download. You are welcome to forward it to anyone you think may benefit from it. If you'd like to give back for this information, please donate to an animal shelter close to you – or, better yet, adopt a pet and send a pic to John. **#futurenowpayforward**

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