



Prophets for our time

- Clive Wilson, Primeast, UK

*Dreamers or gifted
Disregarded or empowered
They all take their place as prophets for our time
Speculating or calculating
Optimistic or apocalyptic
They feed our imagination like log fires and wine
Dare we take note
Or let our minds roam
We might join the journey and jump into line
With plans and contingencies
New products and services
Ahead of the game and set for a climb*



*an alliance of three best-in-class consulting firms
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E F Schumacher



DARTINGTON HALL
Schumacher College

It was a joy this summer to re-read "This I believe and other essays" by E F Schumacher, perhaps more famous for his "Small is beautiful" work. Schumacher was economist to the National Coal Board in the UK and went on to become founder of the Schumacher College on the conviction that a new vision is needed for society, its values and its relationship to the earth.

Schumacher wrote profoundly on energy issues, globalisation and in particular on the need for so-called developing countries to adopt intermediate technology solutions rather than hi-tech solutions in order to preserve traditional land-based work. This being essential in avoiding the phenomenon of sprawling ghettos and associated famine on the edges of the world's biggest cities.

Whatever philosophy you sign on to regarding global trends for this century, it strikes me that leaders of organisations will need to take into account a wide range of scenarios in developing their strategic plans. And, if like me you believe that the pace of change will increase, then perhaps you concur that organisations will have to cultivate leaders throughout their structures who have the wherewithal to respond quickly and motivate teams in the face of change.

It strikes me that there is eminent sense in engaging with a number of prophets or futurists holding a wide range of views. It seems to be a sensible way to alert leaders to the vast array of challenges and opportunities around the corner. It must surely be a good way to feed innovation and strategy.

Who would you cite as your most respected prophet for the coming age? Let us know and maybe the theme will continue.