



Institute for Psychological Future Management

Sigmund Freud University

HOW WE'LL SHAPE THE FUTURE IN THE FUTURE.

PROACTIVE DEVELOPMENT OF FUTURE COMPETENCE
FOR INDIVIDUALS AND COMPANIES

**THE PRESENT IS GETTING EVER SHORTER -
THE FUTURE IS GETTING EVER LONGER.** We are in
the middle of the biggest upheaval in human history.
Never before have so many changes impacted humans
in such a short time. And: never before was our own
life expectancy so high and thus the biographical
horizon so far.

Digitization, artificial intelligence, robotics, demographic shifts and information overload are the breaking points for landslide change. What appears reliable today is superfluous ballast in the next moment. The amount and speed of these changes overwhelm our mental, neuronal and psychological habits. Since our brains cannot be arbitrarily expanded, humans tend to ward off or suppress changes.

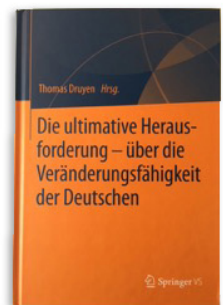
*Anyone who mentally anticipates the future
makes it imaginable.*

EXAMPLE GERMANY: OVERCOMING THE PARALYSIS

WHOEVER WAITS FOR TOMORROW WILL BE LEFT BEHIND TODAY The representative study of the Institute for Psychological Future Management (IZZ) on willingness to change in Germany shows an astonishing contradiction. Although Germans are able to master crises and setbacks like almost no other nation, there are rigid needs for security and a great fear of new, unknown challenges.

In a country where prosperity is greater than ever before, pessimism about the future is rampant. One hopes that everything will be fine, but when it comes to taking the necessary action, heads are buried in the sand. The lever is clear: the existing ability to cope must be transformed into a forward-looking and practicable capacity for change.

Without courage, no confidence.





THE FUTURE FOLLOWS THE ORIGIN

THE ROOTS OF CHANGE ARE ALWAYS IN THE CULTURE. Dealing with change reveals the echo of respective cultures. The willingness to engage in change processes is culturally different. In Germany, preservation and feeling safe belong to the cultural heritage. In America, the desire for success and the enthusiasm for victory are fundamental. In China, there is an incredible spirit of optimism and a strong desire to sustainably improve one's life. In Morocco, the old and the new go hand in hand and we can see the beginning of a great African turn of events.

Countries, cities, companies and organizations show different profiles on the change matrix developed by our institute IZZ. Building on this analysis, the respective modelling of concrete change and implementation processes can begin. Each community has its own code of the future - which we are able to identify.

Those who know their cultural code can make the most of their prospective code

THINKING AHEAD: THE PROSPECTIVE CODE

THE FUTURE CAN NOT BE PREDICTED, BUT YOU CAN TRAIN FOR IT. It is obviously difficult for people to act preventatively or even in a forward-looking way without external pressure. Most hesitate until a reaction becomes inevitable. For example, health is a top priority for most people. But when it comes to prevention, good intentions are not enough.

In the moment of crisis, illness or threat, humans grow beyond themselves in one fell swoop. And this reactive force has to be brought forward: we can't wait until damage needs to be remedied, but must determine and act early. The reactive resilience of a person or organization is transformed by our support into prospective potency.

Those who train in prevention can better navigate the future

THE SCIENTIFIC BRIGHT SPOT

FOR US, THE FUTURE IS ON THE COUCH - NOT THE PAST.

The Institute for Psychological Future Management (IZZ) at the Sigmund Freud Private University in Vienna, Dusseldorf and Berlin is the first research organization worldwide that uses the methods of a psychology of foresight and implements them in everyday life. IZZ researches the psychological coping with accelerated change, digitization and virtualisation. Our interviews are also conducted with robots, avatars and in virtual workshops.

Psychological Future Management focuses on the areas of anticipation and prospection. For the first time, it is about collecting ideas and fantasies of the future, investigating their effects on thinking and acting, and deriving action-guiding strategies from them. The visions of the future collected in thousands of interactive surveys form the starting point for a science of change optimization.

The map of future navigation allows us to realize today what we want tomorrow

THE HIGH ART OF CHANGE

TRAINING FUTURE COMPETENCE TOGETHER. The School of Change is the service-providing study, seminar and co-working offering of the Institute for Psychological Future Management. The professional offerings are tailored to countries (as in the Germany study), cities, companies, platforms, institutions and even individual personalities. The aim is to develop a flexible ability to change, which helps to shape one's own future, to operate innovatively and decisively.

In addition to the measurement and optimisation of future competence, the change processes are mapped and ultimately made visible in a dynamic and digital future atlas.

FINALLY, MASTER IN OUR OWN HOUSE AGAIN

*Far-sighted,
forward-looking,
self-determined
and
digitally navigating
into one's
own future.*

TRAVELING TO THE FUTURE IS POSSIBLE.

Sigmund Freud's famous saying that man is no longer master in his own house has spurred us on to seek reclamation of our own freedom to design our lives. The Future Compass® developed by us is the linchpin of our change and future optimization.

With this innovative research and therapy tool, future wishes and visions can be mapped in a 360 ° model. Users are interactively guided through their key areas of life, such as age, family, health or education, and motivated to look at them from eight different future perspectives.

The digital Future Compass® provides the individual with real learning processes and creatively creates a personal map of their own future. The private statements are secured via Blockchain against unauthorized access.



PROFESSOR THOMAS DRUYEN, FOUNDER AND DIRECTOR OF THE INSTITUTE FOR PSYCHOLOGICAL FUTURE MANAGEMENT.

Thomas Druyen is a sociologist, university professor, author and entrepreneur. He predicted the positive and paradoxical developments of demographic change over thirty years ago. With his establishment of wealth research, twenty years ago he gave the meaning of singular super wealth a face and a new way of looking at things. And with Psychological Future Management he now takes on the psychological coping with accelerated change, digitization and artificial intelligence.

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