

HOW TO ADAPT, PROSPER, AND LEAD
Mastering Megatrends in a Confusing World

THE MEGATREND PLAYBOOK

Future Skills for the Age of Disruption



The Megatrend Playbook: Future Skills for the Age of Disruption

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Future Skills for the Age of Disruption

***How to Adapt, Prosper, and Lead: Mastering Megatrends in a
Confusing World***

*Understanding the opportunities undergoing profound shifts across
technology, society, geopolitics, economy, and the environment.*

Wilkinson Media publishing



FORWARD

I write this book because I reached a point in my life where for the first time, I didn't know what to do. I had gotten to the point where I had no direction. I'd already experienced two full careers, but when it came time to start again... I couldn't see a pathway, let alone a clear one. I knew what I wanted, but I didn't know how to get there.

Previously, as a publisher, my outcomes were clear. Not guaranteed, but if I had the right idea, worked hard, and planned smartly, there was always a very good chance of gold at the other end. It wasn't easy, but I knew the process: take a concept, break it down into manageable parts, execute, and sooner or later, you hold the finished product in your hands. For me, it was issue number one.

Did it all go smoothly? Absolutely not. In fact, I thought the business was dead in its first year. But somehow, I hung on. Back then, I couldn't even explain why... I just didn't let go. That magazine went on to become relatively successful, and 12 years later, I sold it. Looking back, the point isn't the outcome, it's that I had a system, a way forward. Even if the future was uncertain, I could trust that "just working it" would eventually pay off.

But today, that system feels like it no longer exists. Of all the skills I learned, it suddenly felt like they didn't matter anymore. My ideas went only so far before stalling out. Something was missing, and that disconnect stole my motivation.

I still knew what I wanted. I was willing to work. I just couldn't see the steps. And without the steps, the future didn't feel exciting anymore, it felt scary.

That's why this book matters to me. Producing it gave me something I hadn't had in a long time: direction. I saw a pathway. For the first time in years, the fog lifted and understanding washed over me. Suddenly, I was full of ideas and possibilities again.

The world is changing, at least, that's what we're told. But is it really? Society shifts, technology evolves, but people themselves remain the same. Our wants, needs, and desires echo those of generations before us, and will echo into generations after.

What is changing are the tools we use to pursue them. The internet, smartphones, and now artificial intelligence are rewriting the rules of how we live, connect, and create. Speed and convenience dominate. With a single tap you can order a pizza, pay for it, and have it delivered hot to your door. Entire industries are reshaping around these new possibilities.

This book isn't about keeping up. It's about finding your place in this shifting landscape, about seeing a pathway when, like me, you might have lost sight of one. It's about turning uncertainty back into opportunity, and remembering that no matter how much the world changes, the core of success remains the same: vision, persistence, and the courage to act.

Cheers, Neville

"Aim for the Eagle, bag the Pheasant, don't eat Crow."