

## **How to live in a changing world**

As an old teacher of mine used to say, being an entrepreneur means being able to look in two different directions. Though deeply rooted in the present, **you have to be able to look to the future**, be dynamic, flexible and in a position to foresee how trends are changing. At the same time **you have to know exactly where you are from**, and what has happened in the field you are working. You must not lose sight of the past in order to have a solid basis from which to analyse and compare.

I believe that this double perspective is still necessary but it needs to be implemented.

Although it may seem a mere banality, today, what has deeply changed is the dimension and the level of change.

Events have a shocking power of refraction, they are epoch-making, sudden and quick, transformations are so substantial that we cannot hang around. I am referring, for example, to what has happened in the world of communications, of computer science, of data processing...

Living in a changing world necessarily involves acquiring the technology it offers in order to keep on communicating together with its changes and not to be overcome by them.

It also involves something else.

In the age of globalisation each event has an international significance in the economic field but it also involves factors and elements which are internal and external to it. It creates a very close system of connections, implications which binds each sector into a tight network: exchange fluctuations, steady GDP variation of each single nation, consumption trends, new entries into the WTO, new needs, new technologies, and, still, changes in economic policy matters, mobility of new political alliances, the presence of new economical subjects in the supply-demand market.

Let's just think of the consequences, on a demand level, deriving from the presence of China into our markets, or, of the consequences, on a supply level, of the entrance of the Third World Countries after economic transformation.

**The new presents itself in all its complexities.**

**And, ruling it, calls for new abilities and in particular the non-dogmatic, non-ideological but a practical approach to its problems.**

**I believe that every entrepreneur, to live in this changing world, has to face the question of knowledge, has to learn how to interpret the relations between events, and has to acquire not a local, but a global perspective, in space and time. He also has to go over and patiently re-establish all the moving pieces of this changing world and develop a strategy to seize, as Einstein said, "the existing connections between things".**

Therefore, in order to know he has to grasp the importance of the combination **information/formation**, which goes hand in hand and is seen in an evolutionary perspective. We can't say that we **already** know, because **we are never** sufficiently informed. We must keep on learning and increasing our knowledge of mechanisms, of processes, of data.

The entrepreneurs the producers, the businessmen have to exploit all the existing observational vantage points to link "thought", "forecast" and "action" ranging from the Internet to the categorical media reports which, therefore, need to be more and more accurate and updated.



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What we need is to “think open”, “think big”, “think in advance” and “think and compare” thus putting the ability to understand in the hands of the entrepreneurs who will not simply see the dangers and problems of globalisation, but also the great chances of development it implies.

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