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The New Pioneers, or... The Three Musketeers Meet Bucky Fuller

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The ruggedness and courage demonstrated by the early American pioneers are legendary. Their commitment to finding a better life filled them with resolve that overcame their fears of unknown dangers and hardships in making this incredible journey across 3,000 miles of largely unmapped territory.

They were so sure a better life awaited them they were willing to risk their health and their lives to make the journey. They envisioned a better future for themselves and their families and recognized opportunity to do something about it.

The state of the world today is calling to a new breed of pioneer who wants a better life for themselves, their children and their grandchildren. These new pioneers need to embark on an adventure of a different sort.

The new uncharted territory they face is not geographical. It does not exist in the external world. This new territory is internal - within the minds, hearts and souls of people. Instead of venturing to external lands far away, this new adventure is to deeper levels of our humanity. Rather than testing our mental and physical resolve, this new adventure tests our emotional and spiritual resolve.

The new pioneers need lots of other people to make the journey with them. Their new trek requires a deep level of interdependence much like the U.S. pioneers needed a couple of centuries ago. These new pioneers cannot make the journey alone; they require the company of the community if the journey is to be successful. These new pioneers recognize the better future depends on living in a context of interconnectedness of *all* people and this requires a massive shift of attitude.

The better future can only be achieved *en masse* by working together. As demonstrated by the “wisdom of crowds” stories, we humans are far smarter together than the smartest of us alone. Holding onto long-held ideologies and prejudices inhibits the scale of innovation so sorely needed in today’s world. This shift in

consciousness, this massive change of attitude does not require us to forsake our private beliefs or compromise our values. It doesn't require us to abandon traditions that enrich cultures or loyalty to our tribes, our communities or our nations. On the other hand, it does require us to drop those prejudices that separate us from others or divide our community from "the other." It does require us to recognize our interconnectedness as human beings, sharing a planet with one another.

Now is the time for what Alexandre Dumas' three musketeers were fond of saying: "all for one and one for all" – a call for global citizenship and widespread responsibility for the global commons.

Inventor and futurist R. Buckminster Fuller coined a colorful metaphor for the plight of human beings with his reference to "Spaceship Earth." Fuller pointed to space travel where everyone on board is required to perform their specific duties if the mission is to be successful. No behavior that could jeopardize the spacecraft can be tolerated for it would endanger everyone.

Each and every person needs to resolve for themselves whether or not they wish to be part of this unprecedented adventure, this never before scale of innovation, this choice to consciously evolve into a more mature species. Each "new pioneer" needs to sign up for the adventure and be equipped to make the trip, arduous as it may seem. The days of achieving a better future for one isolated community are gone. Isolation is no longer a viable option. The only way to create a better future is to make sure everyone on Spaceship Earth is included.

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He has been interviewed by The Wall Street Journal, The Nikkei Financial Times, Business Week, U.S. public radio's "Marketplace," CNBC-TV's Ron Insana on "Management Today Show," Business Talk Radio (U.S.), National Public Radio (U.S.), Forbes (both Brazil and U.S.), Chief Executive, and Industry Week magazines.

John has received much praise both as a presenter and as a visionary: Warren Bennis, international leadership authority, author and distinguished professor emeritus at University of Southern California: "John Renesch is a wise elder who shines with wisdom;" Stanford Business School Professor Emeritus Dr. Michael Ray: "John Renesch is a beacon lighting the path of the new paradigm in business;" and The Futurist magazine calls John a "business visionary."