

# LETS TALK ABOUT CHANGE



For our topic of Change, we interviewed someone who deals with it daily: Ilaria Forte. Ilaria is a Serial Social Entrepreneur, Futurologist, Change & Transformation Catalyst.

She is the founder of radicalfuture, a global research & development network of social scientists, futurists and creative professionals. She is also a co-founder of MOVABLE^LAB, a midweek itinerant co-creation lab for young leaders and entrepreneurs aimed at developing new capabilities to enhance and strengthen organizational capacity to innovate for the future and simultaneously meet social needs.

by Isabel Gahren

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## Why do you focus on catalysing change?

My work focuses on human evolution and social change. Specifically, the intersection between ourselves and others, with an emphasis on the way we communicate, interact and build relationships. My purpose is to inspire and catalyze transformation in people, organizations and communities.

## What is the powerful secret behind transformation?

Fear and doubt built a prison for the mind. You have to push the boundaries, step outside your comfort zone and feel the thrill that comes from the unknown. The true will to change, infused by a clear sense of purpose, is what makes change happen.

## You said that in order to improve life and create a better future, one has to unlock one's potential and change oneself - how?

Your life purpose gives meaning and a sense of direction to your life and to all that you do. Finding your life purpose may be a long journey or a short and intense trip. No matter how long the journey, no matter how far the final destination, it all starts with just one step: opening yourself up to feeling your heart beating and understanding what is keeping you alive. You are on earth for a certain purpose. As Mark Twain said, the two most important days in your life are the day you are born, and the day you find out why.

## So someone has to know his past to shape the future?

Exactly. In Alice in Wonderland, Alice asks the Cat to help her find the way.

"Would you tell me, please, which way I ought to go from here?" "That depends a good deal on where you want to get to," said the Cat.  
"I don't much care where—" said Alice.  
"Then it doesn't matter which way you go," said the Cat.  
"—so long as I get SOMEWHERE," Alice added as an explanation.  
"Oh, you're sure to do that," said the Cat, "if you only walk long enough."

How can you find the way to go somewhere when you don't know where you are going? And how do you get there when you don't know where you are coming from? To create your future you need both hindsight and foresight. You need to know your roots and grow from them.

## Being an entrepreneur yourself, what do you consider a helpful toolkit for shaping the future?

What will the future be if we just reconnect these life-disconnected people to each other, reconnect them to nature and to their true selves? What if the solution

is there to be lived and we just need to open our eyes and our hearts? What if we just need a small step that redefines the geography of our mind and lets us discover new places? New leaders are here to emerge, to stand up, to speak and to inspire. We know that things have to change.

## What mindset is required to be a change maker?

You need to be able to think holistically and systemically to understand how the choices we make in our everyday life, individually and collectively, change our future. Being a doer rather than a thinker, a future maker rather than a future thinker. Have no fear! Be radical and courageous to make a positive difference. Challenge the status quo and never think that you can't make it.

## How can society and the population at large contribute to making a greater future for everyone?

Be awake, aware and conscious. Make the effort to understand the impact of your everyday choices both on an individual and collective level. Too many people are short-sighted and self-centered.

## What might present a challenge during this transformation?

The biggest challenge is to overcome fears and other individual barriers to change. Scripts, codes and automatic programs that make us do or say things we are not conscious of.

## How could technology and science help us?

This morning I left the wilderness or what remains of it. This deep blue sea where peaceful, colourful little fishes are nesting and swimming between rocks, reefs and blue barrels of oil and other hazardous waste left by our civilization. Can you imagine a world without fishes? While we are talking, 300,000 litres of highly radioactive water have just leaked from one steel storage tank at Fukushima. Toxic fluids are freely flowing every minute into our oceans. And, what about the tigers? Only 3,200 tigers left in the wild according to panthera.org. And, what about the people? One person every three and a half seconds is dying every day of hunger or hunger-related causes. We will not get out of this situation by simply thinking and imagining a better world. There is one way out of this situation. New conscious developments in science and technology can help us to reduce our impact on the planet and make multiple resources available to people who are in need.

"Tell' em about the dream. Martin. Tell' em about the dream." It was 50 years ago, gospel singer Mahalia Jackson spoke to Martin Luther King JR. during his speech at the march on Washington. 1963

was not an end, but a beginning. 50 years later, our global to-do list remains far from finished. Our politicians and leaders are like children playing with building blocks, trying to fix here and there our broken world suffering from social, environmental and financial illnesses.

Looking at some magazines and adverts, new scientific or technological innovations popped out: smart super intelligent homes with a variety of do-it-yourself tricks, including a lost-key finder and a powerful fridge-app, no-smell and no-stress, guaranteed. A plan for glow-in-the-dark plants which could replace lights raised \$ 484,000 from 8,433 donors on the popular Kickstarter crowdfunding website. And, of course, a pair of Google Glass for \$1,500 Euro. What if technology and science focused on the majority of humanity who are living and dying in emergency situations? What if helping people and ecosystems became more important than maximizing profits?

## What could we learn from artists, innovators and entrepreneurs?

Artists have wings and unlimited imagination. They show you how to fly high. Innovators have the toolset. They show you how to navigate through turbulence and make the best out of this experience by creating new things. Entrepreneurs have methods and plans. They show you how you can successfully and safely land the plane and restart if necessary. If you want to truly innovate you need to sit them together on the same flight. Boarding now.