

For Immediate Release

**FUTURE STRONG
How To Work Unleashed, Lead Boldly,
And Live Life Your Way**

By Bill Jensen

Publisher: Motivational Press

Publication date: October 15, 2015

Price: \$19.95 / trade paperback

ISBN: 978-1-62865-221-5

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"Courageous, provocative, and totally original, FUTURE STRONG will lead you to a freer, more satisfying life and to your best future."

-- Marshall Goldsmith, author of the New York Times bestseller Triggers

**LEADING AND WORKING IN THE 21ST CENTURY
Engaging, Motivating, Retaining, And Rewarding Tomorrow's Workforce**

With the future of work undergoing radical transformation, the courage to embrace the challenges and risks ahead will come from the choices that people make as individuals and as leaders, says organizational expert Bill Jensen in his new book, **FUTURE STRONG: How To Work Unleashed, Lead Boldly, And Live Life Your Way.**

Using research based on the input of thousands of people – CEOs and students, inventors and entrepreneurs, managers, cube-dwellers, and more – Jensen, who has spent the past two decades studying the nature of work, builds a case that success in the coming decade will depend on five "future strong" choices that people must make:

1. Inner Truth

Will I hear the heartbeat of my past choices?

2. Soul on Fire

Who will I choose to become?

3. Humble Self

How will I choose to be vulnerable?

4. Sacrifice

What are the best hardships for my best future?

5. Reliance

Who will I choose to have my back?

“Before personal commitments and habits and strategies come the choices you will make,” says Jensen. “For better and worse, your choices shape your future. They are tomorrow’s genesis.”

Every choice is narrated through the voices of compelling stories, such as Felix Maradiaga, managing director of investment firm Pioneer Capital Partners, who as a young boy in Nicaragua was sent by his mother to the U.S. to escape the civil war, only to return two decades later to confront – in a business setting – the same people who had persecuted and imprisoned his family. Instead of seeking retribution, Maradiaga chose to forgive his former oppressors, channeling his “Inner Mandela,” he says. Nelson Mandela was elected President of South Africa after serving 27 years for conspiring against a government that enforced apartheid, yet refused to persecute those who persecuted him.

A central premise of **FUTURE STRONG** is that most businesses are locked into 20th century approaches that are holding back the next fundamental shift in human capacity. These outmoded systems and structures are on a collision course with the wave of millennials who will constitute half of all workers by 2020. They see companies as vehicles to achieve their

goals and dreams – vehicles that can amplify their passions, achievements, and community relationships beyond what they could have done on their own or elsewhere. This completely rewrites the rules about engaging, motivating, retaining, and rewarding tomorrow’s workforce.

The number one change needed to be future ready, cited by 86% of respondents in the study, is freeing people to succeed. “Empowerment is still in the Dark Ages,” says Jensen. “We are empowering people within hierarchies and structures that were not designed for the 21st century. That’s dysfunctional and destroys massive amounts of human capacity.”

FUTURE STRONG is a road map for leaders and individuals to create strong futures for themselves and their teams. As Jensen says, “Being Future Strong is living at the intersection of today and tomorrow, where living in the moment and who you have chosen to become dance together as one.”

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About the Author

Bill Jensen is an internationally acclaimed author and speaker who is known for provocative ideas, extremely useful content, and his passion for making it easier for everyone to work smarter, not harder. His first book, *Simplicity*, was the Number 5 Leadership/Management book on Amazon in 2000.

Bill, who holds degrees in Communication Design and Organizational Development, is CEO of The Jensen Group, whose mission is: To make it easier to get stuff done.

Among the Jensen Group's clients are Bank of America, Merck, Pfizer, GE, L'Oréal Italia, Genentech, NASA, The World Bank, The Royal Bank, Walt Disney World, American Express, Merrill Lynch, British Petroleum, the US Navy SEALs, the government of Ontario, Singapore Institute of Management, Guangzhou China Development District, and the Swedish Post Office.

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