



NO FEAR Roadmap

NO FEAR is a process that began with the realization that we were being hamstrung by the old ways of leading workers and companies. This realization grew into a collective writing process, which produced the NO FEAR book. We recognized that the book could only be a foundation, a launch point. Help was needed to get a holistic picture, so we reached out to global leaders and academics for their perspectives. Together we have one purpose: to generate a truly global discussion. In doing so we hope to address what transformations need to be made in leadership, to not just survive, but thrive in the changes taking place worldwide.

NF Productions

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Why do we focus on volatility when there are much more important changes going on?

Living in a real-time world and real-time economy gives life a unnerving edge. We focus on the volatility and insecurity that surrounds us. We react to the now, to the short term, totally unaware of the profound changes and megatrends beneath the stormy surface. Understanding them and reacting to them requires leadership.

Massive changes driven by emerging markets

The transfer of 300 million workplaces shakes the global economy. While the shaking is still going on, we move onto the next phase: the competition for knowledge work. In this race, talent and leadership capability decide the outcome. Emerging markets are more than just a huge factory- a source for cheap manufacturing. The young dominate the workforces of these countries. They have no legacy to slow them down. They have a lot more to gain than their comfortable colleagues in the developed world. See what [Bengt Holmstöm](#), [Arkady Dvorkovich](#), [Esther Dyson](#), [Olli Rehn](#), [John Yang](#), [Ganesh Natarajan](#) and others say about emerging markets and their leadership requirements.

For more insight look at Chapter 6 of the *NO FEAR Book: Places of Magnificent Growth and Magnificent Failure- emerging markets*

Digital Cowboys will change the way we work, communicate and collaborate

Digitalization is much more than automation and intelligent products. It is profoundly changing the ways we work, communicate and collaborate – people ask questions and consumer markets talk back.



pg 33-34 of the NO FEAR Book- Digital Cowboys are connected and decentralized

There have always been young and hungry talents, but now they are born digital and global. They are nonlinear, capable of dealing with complexity, capable of exerting influence by the book or outside the box and mature enough to take responsibility. See what [Marika Skärvik](#), [Professor Martha Maznevski](#), [Victor Orlovski](#), [Philipp Rosenthal](#) and the others say about the PlayStation generation and how to leverage their strengths. Where as [Dr Sandra Casey Buford](#) shares her insight on how digitalization is affecting the public sector

In turbulent times, leadership makes the difference between winning and losing

The way you used to lead doesn't work anymore

Global competition, global businesses and young talents place new demands on leaders. Leadership becomes a scarce resource [Professor Martha Maznevski](#) and [Professor Bill Fischer](#) have a recipe – simplify the context, amplify the ambition, clarify the purpose and set the right questions; step aside and provide air cover. [Michael Romeling](#) and [Kelvin Thompson](#) clarify the nature of the leadership we need. [John Yang](#) and [Vincent Chen](#) present leadership challenges from a Chinese perspective. They and a host of others do a great job of clarifying what is expected of leaders now and in the future.

Read *Chapter 2 : Why I should Follow you? The Challenge from the leader's perspective*, to understand what issues might be holding you back as a leader

Insightful stories about leadership that works

The NO FEAR videos are full of stories by top leaders, dealing with how they lead global organizations and young talents. Insight provided by [Malin Persson](#), [Sacha Alexander Zackariya](#), [Alexey Mordashov](#), [Peter Vesterbacka](#) and many others.

Leadership on the frontlines- at the edge of the enterprise

How to combine business and people transformation

How to combine the ambitions of the individuals and the company so that they feed off each other? There is no silver bullet, no quick fix, but [Matti Alahuhta](#), [Sacha Alexander Zackariya](#), [Alexey Mordashov](#), [Antti Sippola](#), [Mårten Mickos](#), [Anssi Vanjoki](#), [Claes Wallner](#), [Justin Fox](#), [Philip Berry](#) and [Frank Ferguson](#), among others share their insights into how to accomplish this.

Flat organization – the ecosystem within the organization

A flat organization is a state of mind, not a structure. It's not the opposite of a clear structure. It doesn't preclude any vital top-down management hierarchies. Check out [Birger Steen's](#) crystal clear insights on the subject and listen to what [Hannu Seristö](#) has to say about leading a flat organization.

Chapter 5: What I as an executive should change in my company, in practice provides the reader with practical models and theories for organizational change.

Technology as an enabler

The virtual is real. Communication is the bloodstream of the online world and collaboration turns the power of ME into the infinitely greater power of WE. There is strength and wisdom in the right kind of crowd. [Peter Sondergaard](#) provides his insight on the revolution of IT and CIOs. [Victor Orlovski](#), [Ade McCormack](#) and many others provide insights on how to use technology to enable business changes.

Chapter 7 of the NO FEAR Book- *Technology Your Savior or Your Nemesis*, provides amore in-depth view on this subject

What can universities and business schools teach us?

Universities and business schools have already experienced the full force of the digital cowboys. They have seen their strengths and dealt with their expectations. See what academics in Lausanne, Moscow, Beijing. Boston and Helsinki say about how education is changing and needs to change to still serve its purpose. The experiences and capabilities lifelong learning to become a reality instead of an empty promise made in speeches, we must change the way we learn and educate.

In Chapter 2 Bill Fischer gives his perspective on how to unleash the potential of the digital cowboys

Full List of Video Interviews

Ade McCormack	Claes Wallner	Kelvin Thompson	Peter Sondergaard
Alexey M ordashov	Esther Dyson	Malin Persson	Peter Vesterbacka
Alf Rehn	Frank Ferguson	Marika Skärvik	Philip Berry
Andrei Volkov	Ganesh Natarajan	Mark Mueller Eberstein	Philipp Rosenthal
Anssi Vanjoki	Gopal RajGuru	Mårten Mickos	R. Srinivasan
Antti Sippola	Hannu Seristö	Martha Maznevski	Sacha Alexander Zackariya
Arkady Dvorkovich	Ian Spector	Matti Alahuhta	Sandra Casey Buford,
Bengt Holmstöm	John Yang	Michael Romeling	Vincent Chen
Bill Fischer	Justin Fox	Olli Rehn	Vinit Nijhawan
Birger Steen	Kari Hakola	Oz Sultan	Victor Orlovski