

# A Future So Bright

## Audiobook notes

### Introducing the Strategic Optimism Model (BRIGHTER)

1. **Be bold and honest** about the fullness of the situation, even if it initially looks bleak
2. **Recognize** what matters (hint: this is *meaning*!)
3. **Identify** what is going to matter (hint: this is where *innovation* comes in!)
4. **Go all in on hope** as a tool of focus and refocus
5. **Habituate** to change (meaning: get used to it!)
6. **Tune in with empathy** to anticipate what needs to change
7. **Envision bold** ways forward
8. **Resolve to work** toward the best futures for the most people

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R	Recognize <i>what matters</i> (hint: this is <i>meaning</i> !)
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## Both/And: Our Human Superpower of integrative thinking

The table below offers a few different ways to conceptualize the differences between a limiting, either/or mindset and an expansive both/and mindset.

	<b>Either/Or Thinking</b>	<b>Both/And Thinking</b>
	Black-and-white	Shades of gray (or grey)
	Scarcity	Abundance
	Separate	Integrative
Tend toward	Reductionist	Nuanced
	Restricted	Expansive
Are things complex?	Simplistic	Multifaceted
What is true?	Rigid perception of what is true	Multiple things can be true at once
	Exclusionary	Inclusive
Measures of success	Narrowly-focused; profit or growth only; oblivious to ecosystem impact	Holistic; community-focused; ecosystem-minded
	Single metric histogram	Ecosystem health dashboard