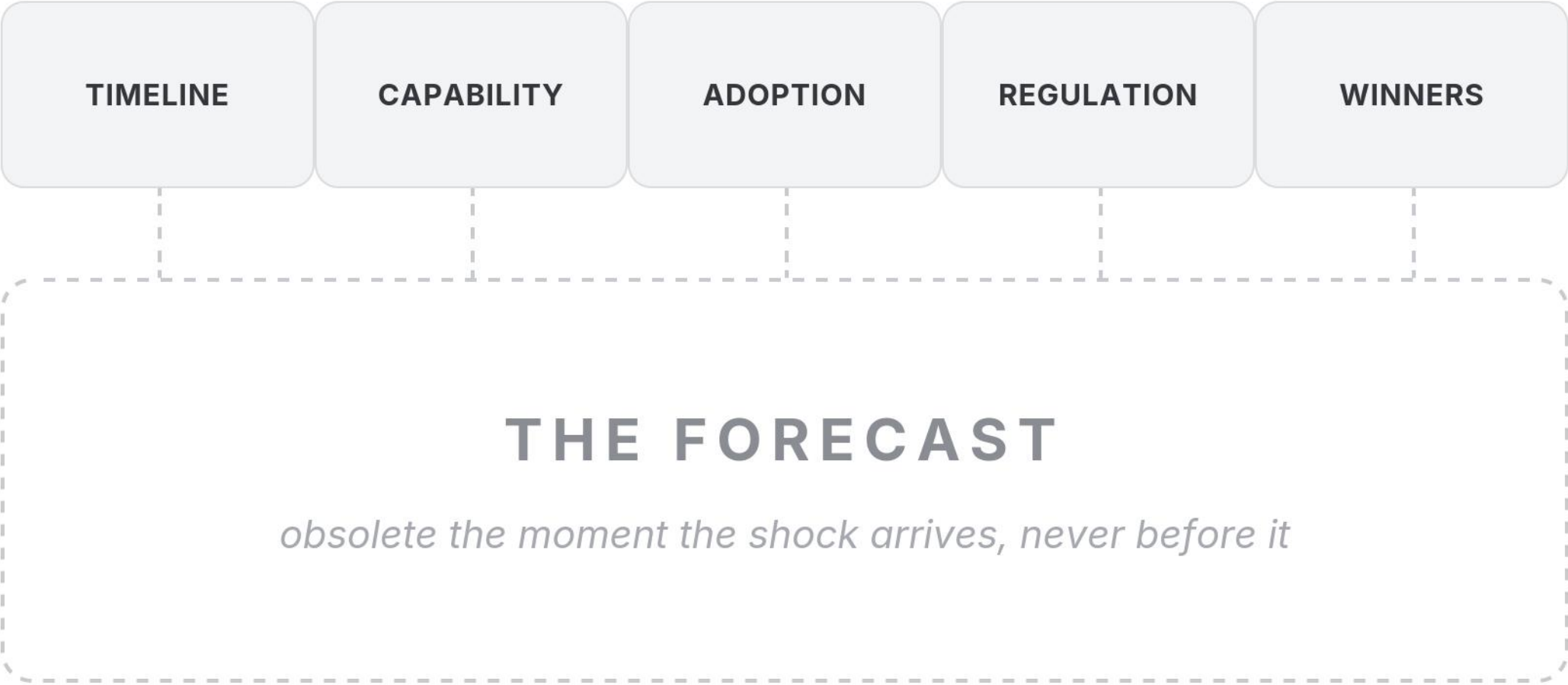


You can't predict AI. You can rehearse it.

THE INSTINCT



↓ rehearse instead

THE DISCIPLINE

CREATE SCENARIOS

Live in several potential futures before one becomes real.

Recognise the shock early. Move first.

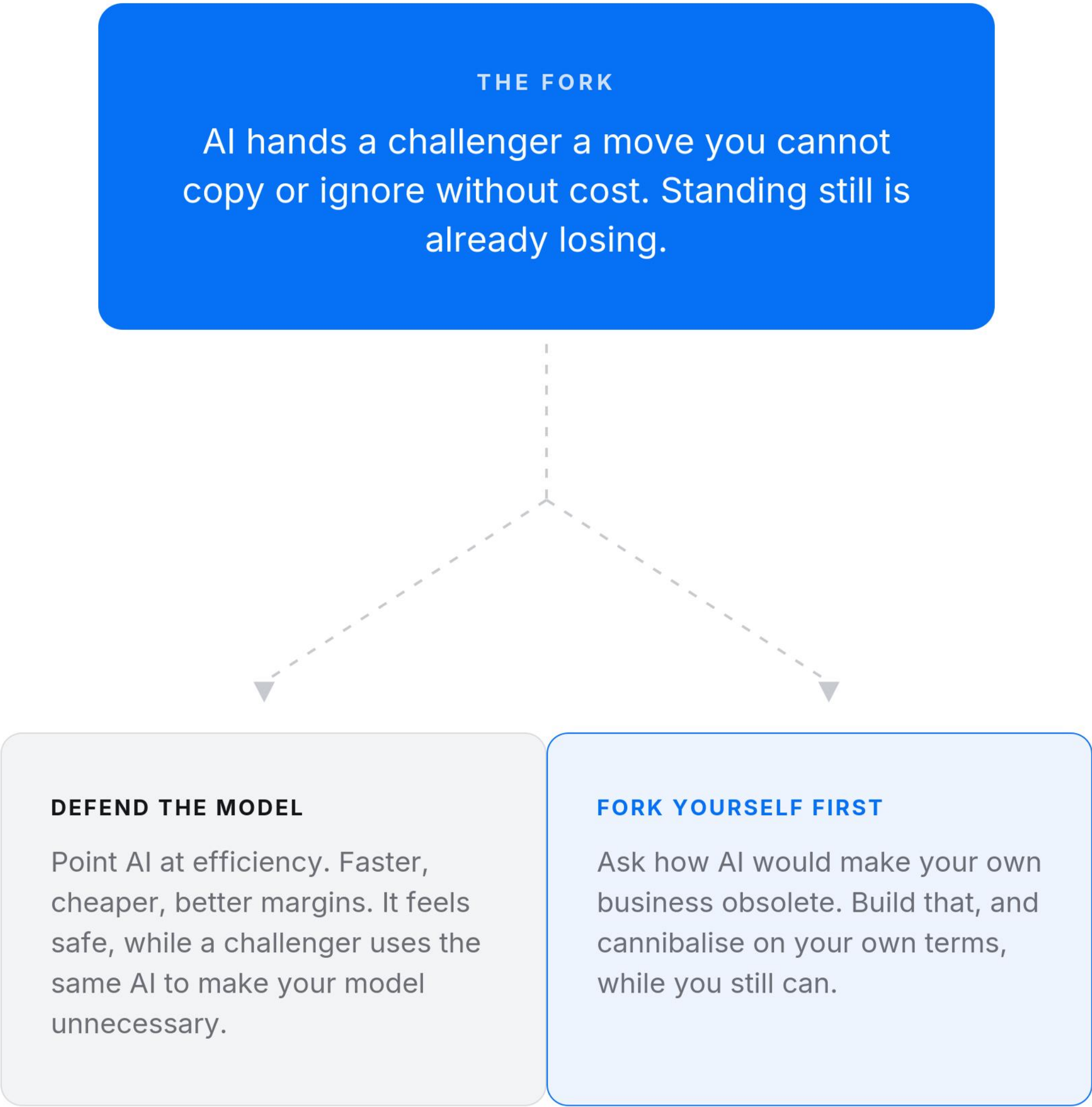
The winners aren't the best forecasters. They're the fastest to move.

IN PRACTICE

Shell didn't forecast the 1973 embargo. Its planners had already lived, on paper, in a world of scarce oil and high prices. When the shock came, Shell recognised it and moved while rivals were still debating. Rehearsal beat prediction.

AI forks every leader. Most pick the wrong side.

AI hands your challenger a move you can't copy or ignore cheaply. You have two ways to respond. Only one keeps the future.



No cost-free answer. Pay it yourself, first.

The slow die, not the wrong. *Shorten the gap between signal and move.*