



FUTURE WEALTH

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The future wealth Web site is located at <http://www.future-wealth.com>.

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MAIN IDEA

A deep and radical realignment in the way wealth is created is underway at present.

The overall impact of that realignment is that ordinary individuals will take greater control of their own financial futures as they become the central players in the new economy. In particular, individuals will come to understand the true market value of their own human capital -- their skills and know-how . They will also gain a new understanding of the role risk has in maximizing the growth of that human capital. And those changes will have a flow-on impact on the way society is structured.

In the near future, the connected economy will offer opportunities for every individual to secure for themselves unprecedented personal rewards in the humanistic, financial and real dimensions of wealth.

Section 1 -- Three New Rules Page 2

The connected economy has three new rules radically affecting how wealth will be created in the future:

1. Risk has evolved from a threat into an opportunity to create wealth.
2. Efficient financial markets will develop for everything, including human capital.
3. New forms of social safety nets will spring up to help people who fail.

Section 2 -- The Implications For Individuals Page 3

The three direct consequences of the connected economy for individuals will be:

1. Tangible assets will lose value as human capital increases in market value.
2. Organized markets for the trading of human capital will emerge.
3. Households will gain expertise in managing risk to optimize their wealth creation.

Section 3 -- The Implications For Business Page 4

The three direct consequences of the connected economy for companies will be:

1. Strategic risk units will exist alongside strategic business units.
2. Results will be measured by future cash flows, not historical snapshots.
3. Maximizing the market value of human capital will take center stage in business.

Section 4 -- The Implications For Society Page 6

The three direct consequences of the connected economy for society will be:

1. Middle-class wealth will no longer be a contradiction in terms.
2. Economies that succeed in encouraging prudent risks will flourish.
3. Global participation in the creation of wealth will be achieved.

Section 5 -- 20 Guidelines For The Future Page 7

To benefit from the ongoing growth of the connected economy:

1. Connect and join in.
2. Focus on your net worth, not your income.
3. Harness financial risk.
4. Participate in building human capital markets.
5. Join the debate on society's safety nets.

For Individuals:

6. Treat your own labor as a tradeable security.
7. Take control of your own wealth building program.
8. Have confidence your true market value will be realized.
9. Start managing all assets you have at risk.
10. Add value even while you trade.

For Companies:

11. Develop Strategic Risk Units to optimize the value of risk.
12. Manage by marketplace rules.
13. Treat human resources as your most valuable asset.
14. Invest in upskilling employees.
15. Operate in the timeframe of the connected economy.

For Society:

16. Advocate efficient markets as the great balancers.
17. Realize future wealth is for everyone, not just a few.
18. Vote for a new tax system.
19. Encourage a global perspective.
20. Use new wealth to step forwards, not backwards.

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