

Long Term Thinking

in a short term world

In the age of *AI and hyper-efficiency*, it can be difficult to focus on the **long-term strategic thinking** that.



will carry you through the present and **into the future.**



It is much easier to focus on the short term - **putting out fires** and constantly responding to changes in the market and technology.

In the past **30 years**, only

25%

of new businesses have lasted more than **15 years**,¹



and in the US,

2 in 5

CEO's lasts **less than 5 years**.²

Meanwhile...

Companies that invest in the long term see **47% more revenue**

and 81% more profit

than those who think short term.³

If you want to **stay ahead** of the competition, build the **best team** possible, and foster **resilience and innovation** in your organization,

you have to invest in the long-term health of your business.

HOW?²



1



Reflect

Look at where you are now, and where you would like to be five years from now. Consider strengths, weaknesses, opportunities, and potential threats.

2



Invest

in your people. Give them the knowledge and skills they need to succeed in the workplace, and they will reward you tenfold.

3



Adapt

Thinking long-term means accepting that the world is an ever-changing place, and being responsive to changing market conditions.

4



Communicate

Your people are your greatest asset. By opening a two-way communication channel, you harness the wisdom of the system.

By prioritizing not what is *urgent*, but what is **important**, we can build organizations that not only thrive, but **shape the future.**

References

1. The Secret to Long Term Business Success | US Chamber of Commerce, 2023
2. The Importance of Long-term Thinking for Businesses | MHR, 2026
3. The Case Against Corporate Short Termism | McKinsey, 2017
4. Long-term Thinking Is Your Best Short-term Strategy | Wharton, 2018