

BUILD FOR TOMORROW • JASON FEIFER • Discussion Questions

1. Before reading *Build for Tomorrow*, what were your feelings about change? Did reading this book make you think differently about it?
2. Why do you think some people are resistant to change?
3. Which phase of change do you feel you are currently at on your career journey—Panic, Adaptation, New Normal, or Wouldn't Go Back?
4. Have you ever caught yourself romanticizing your past? How do you think your actual experience compared against the rosy way you're remembering it?
5. Jason discusses the importance of “extrapolating the gain”—which is to say: trying to anticipate the benefit of change instead of the loss. Are you grappling with a change right now and, if so, what are you learning from this new thing and how might that be put to good use?
6. Few people would claim they're overconfident—but when they're tested, most people actually are overconfident. Can you think of a time when your own overconfidence caused you to make a mistake or overlook an important detail?
7. Jason describes the importance of “changing before you must,” by preemptively making a change before circumstances force you to do it. What eventual change do you think is coming for your company or industry, which you would be wise to react now to?
8. In front of you right now are two sets of opportunities: There's Opportunity Set A, which includes all the things people expect you to do at work. Then there's Opportunity Set B, which is anything that's available to you (inside or outside of work) but that nobody is specifically asking you to do. What is in your Opportunity Set B?
9. Jason describes treating failure as “data.” What failure have you learned from and then put that learning to good use?
10. Think of something that you've done for a long time. Now ask, “What is it for?” Be brutally honest—does it serve the purpose you think it does?
11. Can you remember an idea you discarded because it seemed too crazy, difficult, or complicated? What would happen if you tried to take it seriously now?
12. After reading *Build for Tomorrow*, are there now some changes—in your life or career—you're now looking to make? What's one thing you plan to do next to build for tomorrow?

