

# TIME TRAVEL IN THE BUSINESS WORLD

Some Live In The Past, Some In The Present, Some In The Future

Gicaniro I

# Table of Contents

Chapter 1	Some Live In The Past
Chapter 2	Some Live In The Future
Chapter 3	Some Live In The Now
Chapter 4	Some Time Travel
Chapter 5	Which Time Zone Do You Live In

# Dedication

From Soul to Soul, I dedicate this book to you  
Mother. Our bond is forever.

# Foreword

Human beings operate within 3 time zones; past, present, and future – with some having the ability to drift in and out of all time zones whenever they want.

The time zone you live in determines how fast you become successful, or a failure – whether you become wealthy or poor, whether you're enjoying life or feel miserable, whether educated or ignorant, impactful or dormant. Also, your time zone goes further to shape your personality, influencing your choices and decisions for better or worse.

By writing this book, the author hopes to transcend the physical boundaries of the past and present with the help of futuristic technological inventions.

This is how human beings push their boundaries forward, and make progress, simultaneously creating and entering the future.

# Chapter 1

## **Some Live In The Past**

The past is a time zone in life long passed and left behind. Such a time represents an outdated state of existence even though always present in memory and historical literature.

Keeping the memory of old times in our minds or historical books for reference and education is good, better if done to evaluate ourselves, and best to adjust our lifestyle to suit both the present and future time zones.

This way, the memory of old times pushes you forward not backward. Hence success, which can only be achieved through the advancement of lifestyle.

Yet you revisit and relive such old times through behavior, choices, and lifestyle not to learn from the past but to embrace and pull it into your present life. Total disaster. Such an attitude can only lead to inevitable failure.

Take Africa for example, if Africans had chosen to capitalize on colonization, let the anger and pain it caused them for centuries guide their decisions –

all African countries would have cut off all ties with Europe, to be specific the White race. They would allow no trade, no partnership, no tourism, no communication, no cultural and educational relationship whatsoever, all for revenge. But what would Africans have gained from this vengeful stance? How would this '*to hell with them*' attitude have benefited Africans?

Rather the African continent collectively chose to go past the past, to step forward and move on, so that they could improve their conditions in the present and secure their independent position in the future.

The same is true for individuals, if you let the past crowd your judgment, and decide to take action based on what happened to you in the past and who did it, you'll fail by default. Because the past can't override and control the present without severe consequences. Hence the need for change.

You can tell the difference between the past and the present by studying all the changes that have happened and how far they've advanced the world.

Change, therefore, leads us to new stages of life. Thus, everybody should and is expected to change. And remember, when talking about change, only constructive change is meant and emphasized.

Take transportation for example, you no longer have to walk miles to visit someone or go to work. Thanks to technological advancement, you can drive a car, take a bus, or fly an airplane anywhere in the world.

In the health industry, you no longer have to stumble and fall because you are shortsighted, you can wear glasses that enable you to see far.

In communication, you no longer have to write a letter and wait for months for it to be delivered, you can simply dial a number on your mobile phone and call anybody you want from anywhere in the world.

Writing letters was at some point in time, a new change. An advancement in world communication. By that time, anybody who wrote letters was embracing change and leaving behind old times. While those who did not embrace the new change 'writing letters' were stranded in the past.

In the 18th century, the Industrial Revolution brought forth a new advanced era in human life. People no longer had to physically work hard, mechanization or machines started doing the hard complex work for them.

From that point in time, the world has gone through numerous technological advancements, leading us to the present 5th industrial revolution of fast internet connectivity, big data, and AI.

If you are still living by the conditions of the past, behaving by the principles of the past, thinking by the limitations of the past, and working to the expectations of the past, then you haven't changed at all. Also, it means that you are trapped in the past. Not yet here in the year 2024.

Don't confuse physical presence and mental presence. Worldwide, many people are physically present in the year 2024, but when you look at their lifestyle, behavior, actions, belief system, and thinking capacity, some are still trapped in past years. Some are far behind; they live in the 15th century, long before the invention of the steam engine.

The year you are living-in is not the one marked on the calendar, but rather the one which matches your standards of living. If you are living by the standards of your ancestors, then you are living in the same year your ancestors lived by those standards.

If you still walk miles to visit a friend or go to work, you are living in the year before cars were invented. Certainly not 2024.

If you have to beat a drum hoping to communicate with your cousin in another village, you are still living in the year before phones were invented. If you have to wash your clothes with your bare hands and wait for hours for them to dry up, you



are still living in the year before washing machines were intended.

If you still walk in the rain without an umbrella, you can't be living in the year 2024, but rather in the year before umbrellas were invented.

Every good invention changes our way of life for the better. You become outdated and absent in the present time whenever you fail to adjust your lifestyle to the good change new inventions bring about.

Operating on an ancient level can only make you a failure. The most successful people throughout history are those who bring about change or those who jump in-on-first on the wagon of change. Therefore embracing good change, early enough is a formula for success.

Most poor people operate from a past perspective. Their habits are outdated, their attitude outdated, their behavior outdated, their lifestyle outdated, their mindset outdated. What good thing can come from such a combination of outdated traits?

This is true for communities and nations as it is for individuals. Some countries are too slow to change, and to embrace change. Such countries become colonized and controlled by other countries that have managed to free themselves from the shackles of outdated standards of living.

In many parts of the world, you can easily point out outdated ways of living as the cause of most problems. Some communities are so backward their members have never worn shoes, never seen or touched a mobile phone, never watched tv, never sat in a car or seen one. That's way backward.

Others shy away from modernity, everything modern scares them. They tend to believe that old ways and things from the past are more natural and better for them than modern things. But what is modernity other than progress? Why would anyone shy away from progress? How can such people develop, or become successful?

If you shun the banking system, and you don't want to learn about how a bank can help your financial growth, you automatically miss out on the potential of becoming financially successful, fast. There's no millionaire or billionaire out there who does not work with banks. Why not you? Evidently, people who engage with banks have more chances of financial growth.

To the same extent you manage and succeed at assimilating your lifestyle to current world advancements, you become successful.

In the year 2024, a business can't survive working by the standards of the year 2000. Entrepreneurs around the world well know how when a new

invention appears they must immediately adjust their work processes, business strategy, products, and services and sometimes completely change their products and services.

Any business that fails to promptly adjust to economic disruptions fails by default.

The same is true for individuals and countries, when the world around you changes faster than your growth, you are doomed to fail.

Look at inequality around the world, what really causes it? Is it all about injustice and how the world is an unfair place? Or is it because some people are faster than others in improving themselves and catching up to new advancements?

What ordinary people fail to realize is that in the same way new inventions disrupt businesses, they disrupt their personal lives. Therefore, in the same way, major companies continuously update and upgrade their business models, you must do the same or risk falling into the ditch of poverty, and misery.

Operating from a past time zone and expecting to succeed in the present time is delusional. You'd have to pull off a miracle to become successful in this world. To be clear, learning from the past is good, and commendable. It is actually important in the process of innovation and improvement. The only danger comes when you revisit the past not to

learn and improve but to stay there expecting to achieve the same success as someone operating by the standards of the present.

In which year are you living? Year 2024 or year 1000 long before the Industrial Revolution? In other words, how old is your lifestyle? Is it a copy cut of a 15th-century way of life or is it a result of the present time?

Understandbly, past thinking, attitudes, behavior, and lifestyle make you ignorant and backward in present times.

Yes, you can walk but how far can you get? For how long can you compete with someone driving a car? Yes, you can ditch the smartphone, but how efficient will you coordinate your activities without it? How effectively will you communicate without it? How serious will the highly technologically advanced world take you?

Yes, you can use a hoe to cultivate your crops, and refuse modern ways of farming but how resistant will your crops be to modern pests, drought, and harsh climate? How much quantity do you expect to harvest from the work done by a wooden hoe? Will you blame those who embraced mechanization and other modern ways of farming for becoming successful, and wealthy? For taking all market share? And dictating market prices?

By choosing to live in the past you permit others to control your life. Also, you won't deserve the fruits of present times, and definitely won't stand a chance at the approaching future.

People who live in the past, don't care about what is going on in the present, nor about what is coming from the future. They hold a strong conservative stand and nothing makes them choose otherwise.

They see new things as a threat to old things and, at the same time believe that only old things, the old ways are better to their peril.

## Chapter 2

### **Some Live In The Future**

The future represents the next level in human development and civilization. A time when the world has advanced in most if not all sectors of the economy.

Amazingly, one single invention or renovation can bring about such advancement on a global scale. Interestingly, such global advancement which disrupts all global economic sectors can happen overnight from anywhere in the world.

The future can only be called tomorrow if tomorrow will improve today. Without advancement, you can't have a future. And therefore tomorrow is just another familiar day, not a new day.

Tomorrow becomes a new day only when new things will fill it.

A new day must have new things filling it; new attitudes, new work processes, new products, new services, and new ideas, lifestyles but all useful in a way that they advance human life and the world.

The future is a timezone you can step into simply by improving and advancing your livelihood in ways never done before.

When a Maasai person picks up a 2g phone for the first time, for the first time that massai has arrived in the year the smartphone was made. It should be the future for them, but a past for others who are using 5g smartphones.

You live in the future only if you are visionary enough to anticipate and determine what is possible and is needed for human survival and progress and have the capacity and ambition to make it happen.

As a twist, the future is not brought forth by the ticking of the clock but by the realization of possibilities that advance human life. Every new useful product or service, every new useful work process, and every new useful idea, or behavior transports people from one time zone to another.

This is how powerful and important invention, innovation, entrepreneurship, and investment are. These creative processes are the true doors into the future. They are the closest portals into new realities humans can access at no cost. Forget the explorers who move around searching for magical portals into another universe.

If you are an entrepreneur, investor, inventor, or innovator, know that you are a future creator. But if you are not one of these, you can still choose to be among the first to embrace new realities future creators bring forth. The earlier you are, the more chances you get at becoming wealthy and making your life convenient and happy.

The people capable of such creative power are called entrepreneurs, investors, inventors, and innovators. They look around and identify what is missing but can exist, what is wrong but can be right, what is slow but can be fast, and what is scarce but can be abundant, or remote but can be close. They are relentless, resilient, resourceful, and unstoppable until their dreams have become a reality. To put it more accurately, they do all they can until their dreams have become the new reality the world lives by.

Such people are the true guardians of this world, true patriots, the vanguard for new dawns. Their products, services and proactive contagious behavior drive people forward and sustain life. They give all of us hope that human survival is guaranteed, and human happiness a matter of choice.

As they tirelessly work on and develop their inventions, ideas, businesses, and new thinking levels, the world experiences transformation and growth.



Each new invention, innovation, idea, and improved way of life they come up with shines a light far-reaching and inspirational. It motivates millions of other people to wake up and strive to live better.

In the year 2024, some people and countries are already using 5g internet, AI technology and the level on which they will perform is far more advanced compared to their counterparts still using 2g, 3g, or 4g internet. Such people are living in the future, way ahead of others capable of experiencing life on a much higher and faster level.

Entrepreneurs, inventors, innovators, and inventors are already building new businesses and work processes around AI and 5g technology. This will bring forth a new wave of highly advanced services and products that completely change reality as we know it.

The slower countries and individuals are at embracing all these new technological advancements, the slower they will move towards development and success. A country that is still trying to adapt its economy to the 3rd industrial revolution, is living in the past. Because the few countries living in the future are trying to get past the 5th industrial revolution. The same is true for individuals.

The gap between modernity and backwardness is the major cause of inequality for nations and individuals alike. More so, when studying the world you find that the regions and communities that still operate from past time zones are prone to century-long problems, problems which in another advanced region are so easy to solve and deal with.

Modernity or the advancement of human life is by itself a transformational and sustainable solution to most problems. Countries and people who don't embrace modernity or advancement will be stuck with the problems of yesterday.

On the measurement of inequality, such backward regions and communities will be at the lower end hoping and waiting for aid and support from their highly advanced countries already living in the future they still dream about.

People living in the future time zone are only interested in what is coming next, tomorrow. For them today is already boring, something new must happen, and fast.

## Chapter 3

### **Some Live In The Now**

While some live in the past, and others in the future, others live only in the present. This kind of person is neither backward nor highly advanced. They are not among the early birds in adapting new technologies but not the last either. They prefer to stay in between both time zones, the past and the future.

These people know that the hospital is probably the best place to go for best medical results. They know that a smartphone can help you communicate effectively and do many other things. They know that it is important to open a bank account and use it for financial gain. They know that there exist other people who are more enlightened and educated than them and hence understand the importance of learning from others. They know that taking your children to school for basic education will be important in their adult ages. They know that driving a car is better than walking miles to your destination.

Such people want to live happily and comfortably, and they look around for opportunities and things to

make their lives exciting. They limit their exposure to misery and sadness. Therefore, they work hard, they spend a lot to fulfill their desires, and have so many wishes they want to see come true.

The people who live in the present time zone see life as it happens and slowly adapt to it. Even though they may not own a 5g mobile phone yet, they know that at some point and soon they should own one. They know that visiting a dentist for a checkup every 3 months is good for oral health and they try to push themselves to do it. They know that family planning is good for family happiness and prosperity, therefore they care to use contraceptives when the need for it arises. And they don't mind. They call themselves civilized, or modern. Which is quite accurate.

They can also be called consumers and workers. They find ways in the present world to make money and have so many ways to spend it.

When a new invention is announced, they become curious and find out what it is and how it works, more importantly how it will change their lives. Then they decide when they'll start utilizing it.

The most interesting thing about people who live in the present time zone is that they are risk-averse. They avoid danger, trouble, and problems if they can when they can. That's why they use the past to help them make better decisions now. And that is the only time they reflect on the past. For the rest of

the time, they are busy catching up and assimilating their lifestyle to new developments in the world.

These people like to win, and succeed. They have goals and desires they want to achieve. Every morning they wake up to work hard on their jobs, looking forward to enjoying their free time and weekends.

They don't think too much, they don't try so hard, they prefer a simple predictable lifestyle. Their schedules are not changing much. They refrain from thinking about what may happen tomorrow, the same way they avoid dwelling on the past. Their only wish is that things continue to go well for them and for the world.

With regard to wealth acquisition and success, on average, people who dwell in the present time zone live middle-class lives. Not poor, not rich but capable of fulfilling their desires. They send their children to fairly good schools, they find time for entertainment and leisure. Generally, they live the 'normal life'.

Normal life consists of what is generally acceptable as a reasonable way of living. Including government laws and regulations, society rules and cultures, and the pursuit of familiar personal endeavors like talents or ambitions. All together, this converges to make the 'now' time zone.

When the prices are high on the market, the people who live in the now find a way to afford them and they do. When the prices are low they tend to buy more than usual. When a product is scarce on the market, they switch to other available substitutes.

When they need answers, they look around for already formulated answers by the society. When they want a new idea, they look around and imitate others who do things differently. When they want a solution, they look around and choose from available solutions. They don't like to go beyond what exists in their immediate environment. Rather, they blend in and suit their lifestyles with what already exists.

The people who live in the now conform and choose to live untroubled lives. They don't look too deep into the past nor too far into the future. Rather, they focus all their attention and energy in the present times.

As a result, they tend to live more efficient and calm lives than others. By taking on life one day at a time, they manage to reduce stress levels, and the pressure to succeed faster.

People who live in the present time zone are only interested in what exists now, not what is coming, not what has passed.

# Chapter 4

## Some Time Travel

Call them free agents, they don't subscribe to only one time zone, they keep drifting between all time zones. One day they are operating from a past perspective, the next day from a future perspective, and another day from a now perspective. This could even happen within the same hour or minute if they are good enough at time drifting.

Remember, this is not about physical transcendence, but rather mental shifting which in turn automatically influences the behaviors, choices, decisions, and actions of an individual.

These people are partly civilized, and partly backward, partly educated, and partly ignorant, partly moving forward, and partly falling backward, partly succeeding, and partly failing. For some reason, they fail to choose one time zone they belong to.

At one point they may favor growth towards the future, while at the same time maintaining a conservative stand.

In terms of wealth, they don't always fall below the poverty line but also find it hard to go beyond average. They are skeptical of abundance while at the same time disgusted by misery.

This kind is guided by a moral compass. Whatever they do, they want to make sure it's the right thing to do in terms of purity, and utility. They don't want to be on the wrong side of history. Down the road of their life, they want to be remembered as people who were morally upright, good in heart, good indeed.

Therefore, they make their choices and decisions based on whether something is good or evil. If good, they embrace it. Not caring if it is futuristic or backward. Not being self-centered, not being selfish makes them see life through a 'we' lens. They think from an 'everybody wins' perspective.

They are not just looking for things good only for them but also for others. If something is good for them and not others, they drop it and fight it. Maybe that's why they choose to drift through all time zones because they are looking for what is right in life and in the world.

Even though they keep drifting in and out of time zones, on the outside they live stable lives. Their minds are always on the move but their bodies are in the same position and sometimes in similar



conditions. The same benefits the usual adventurers reap from adventure and traveling around the world are also gained by these time drifters.

They tend to be smarter, and more knowledgeable about life and the world around them. Even though they might have the capacity to be future creators like entrepreneurs, investors, and innovators, they don't always use that power but rather stick to the adventure of time drifting. Hence, they end up living average and sometimes mediocre lives.

They see themselves as the mature ones, big-hearted and caring enough for the world more than others. They are the ones interested in leaving the world a better place. Mostly because they believe they know more, understand more, and feel more than others. They obtain this 'guardian of the world' attitude from drifting in between time zones.

They feel they know enough of history or past, they already experience the present and have the capacity to depict futuristic tendencies or be a part of future creators, all thanks to their ability to move in and out of time zones.

These are the people calling on governments and corporations to adopt environmental conservation measures, protect lakes and rivers, lift people from poverty, eradicate disease, end violence and wars, etc.

They go out of their way to bring about these changes in the present time zone which is extremely hard to achieve. Nonetheless, they try. They start organizations, associations, and social enterprises all to make the world a better place.

They call themselves change makers, but what they really are is social change makers. In the end, they do bring about some change here and there around the world but never enough to become global change.

Their achievements however heroic fail to bring about a global impact, other than community impact. Their impact can not bring about a new era in human existence. The only people capable of such are future creators, those who live in the future.

Time traveling though, is a gift all human beings are capable of. But you have to open that gift and use it for it to work. Those who can easily move through, in, and out of time zones are time travelers. They are not stuck in the past, not stuck in the present, and not fixated on the future.

# Chapter 5

## Which time zone do you live in?

Human beings operate within 3 time zones, the past, the future, and the present.

Your survival, and thriving, the capacity to think, feel, and experience life is determined by the time zone you live in. Your capacity to adapt, cope, and benefit from new technological advances also determines which time zone you live in.

You may object to this by saying that your behavior is determined by your culture and community. Yes, that is true also, nonetheless, culture, and community are shaped and influenced by the human capacity to survive and thrive. That's why every new technological advancement changes the world.

From day one, before, during, and after the Stone Age period, human beings designed their lifestyle around the tools they possessed enabling them to survive.

At first, it was their bare hands, then came sticks, then came stones, then came spears, swords, bows, arrows, or any other tool their blacksmiths

could fabricate. Fast into the future, came the steam engine which drastically changed the world faster than anything else before it.

Today tools of survival or technological advancements have become abundant and easy to create which means that the world is constantly changing at a pace never experienced before. Your ability to stay up-to-date and upgrade your lifestyle to suit the constant newness of new days determines which time zone you are living in.

If you are too slow, you are living in the past, if you are catching up, you are living in the present, if you are fast enough and are a part of future creators, inventors, innovators, investors, entrepreneurs you are living in the future. If you are fast enough but instead choose to live free drifting in and out of time zones, you are a time traveler.

Given all you have read and learned in this book about time zones, in which year do you think you are living? Is it 2024? Or 1901? 2010 or 1960? 2000 or 1800? In which year can your lifestyle be traced to? 2020 or 15th century long before the Industrial Revolution?

It's up to you to do a self-evaluation and ask yourself the above question, "In which year am I living?" then you can decide if you are okay with it or if you have some catch-up to do.

If after self-evaluation you find out that you are living in the past, then obviously you'll have seen signs of poverty and misery in your life, limited opportunity, ignorance, suffering, hard work, and many other such problems.

If after self-evaluation you find out that you are living in the future, then you surely are either an inventor, entrepreneur, investor, or innovator with the ability to discern opportunity or create opportunity. You will have to assess how successful you have become and how much more effort you need to put in to achieve more results and drive your life and the world forward.

If after self-evaluation you will find out that you are living in the present, you will know that you can see how the world has developed and is developing and that you have chosen to be a part of that development. When a new invention emerges you become curious and decide to get on board, to use it, and benefit from it. You are constantly seeking ways of improvement and eager to learn new things from others who know better. You are never trapped by the past, you only reflect on it to make better choices in the present.

Then comes the time travelers, if you realize that you have the capacity to belong in all time zones, then you know that none of the time zones dictates to you or controls you. You are free, you do what you want to do and when you want it for very

specific personal reasons. You want to make the world a better place, you are wise and knowledgeable, and enjoy the adventure.

You live life by your own terms – sometimes you can choose to go in the mountains and live like a monk, other times you can go to the best city in the world and make money, other times you can choose to create something that has the potential to disrupt economies.

The first sign of time travelers is their amazing talents that transcend average limitations. Their talents can still amaze even if you took them 5 centuries back or 10 centuries forward.

While those who live in the future are highly skilled at what they do, time-zone drifters are highly talented. Anyone can't just do what they do the way they do it. Their abilities are truly natural, and born with.

Whether they become massively successful, wealthy, or famous depends on which time zone they choose to settle in.

# The AUTHOR

## **Gicaniro I**



One of Africa's best writers and thinkers of the 21st century, His focus is on nonfiction inspirational books. He has so far self-published 7 books. He is currently the CEO of Nipe Pesa Magazine (Africa's #1 Online Business Magazine) and is vested in many other business ventures.