

## Press Release

19<sup>th</sup> January 2024

### How to Move from Coping to Thriving in an Accelerating World

Today, technological developments have opened the doors of imagination enabling people to make choices that were not available to previous generations. They have more freedom to choose where to live, how to work, what career to follow, how to relate to one another and their communities, and how to define their own identity.

However, do these freedoms make us better able to cope with the complexities that our rapidly changing world brings? Over 50 years ago, the US writer and futurist Alvin Toffler said, "To survive ... the individual must become infinitely more adaptable and capable than ever before. We must search out totally new ways to anchor ourselves, for all the old roots - religion, nation, community, family, or profession - are now shaking under the hurricane impact of the accelerative thrust."

A webinar being held by the International Stress Management Association (ISMA<sup>UK</sup>) on Thursday 25<sup>th</sup> January, entitled *Beyond Future Shock: How to Thrive in an Accelerating World*, will help us to respond to these changes by making independent choices and taking personal action to chart our own futures. The keynote speaker is Charlotte Kemp, The Futures Alchemist, and she will be offering insights, strategies and inspiration to help us thrive in our accelerating world, moderated by Emma Pennycard, a transformational coach.

Charlotte says, "One of my highest personal values is that of agency. It refers to people's capacity to make independent choices and take personal action, having the power to chart our own future. But to get to the future we want, we need to navigate through a few stages: first, understanding where we are and how we manage to cope with the demands of life; then, how we could get beyond coping by developing adaptive strategies; and how we could go even further than that by intentionally learning to thrive. If we don't intentionally act on our own futures, we risk leaving the outcomes to someone else's agenda."

Carole Spiers, chair of ISMA<sup>UK</sup>, said, "When the rate of change around us exceeds our capacity to adapt and respond, we experience stress and disorientation. In a state of stress, people are not at their best. Their emotions are uncontrolled, their decision-making impaired, and they have physical symptoms of stress. This is not the best state to be in to take advantage of opportunities, or even to recognise them. We are delighted Charlotte will be helping us to navigate the complexities of a rapidly changing world, and showing us how, if we are going to reduce stress, build resilience and improve wellbeing, we can understand how we experience stress specifically as it relates to our future. Please join us on 25<sup>th</sup> January for what promises to be a highly topical and relevant webinar for our challenging times."

All attendees at this webinar will receive a complimentary copy of Charlotte's newly published e-book, *From Future Shock to Poly Crisis: Moving from Coping to Thriving in an Accelerating World*.  
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## Notes for Editors

- ***Beyond Future Shock: How to Thrive in an Accelerating World***

For more information on ISMA<sup>UK</sup>'s online webinar, being held on Thursday 25<sup>th</sup> January, go to <https://isma.org.uk/interactive-webinars>. Places may be booked in advance on <https://www.eventbrite.co.uk/e/beyond-future-shock-how-to-thrive-in-an-accelerating-world-tickets-797370244867>. Registration is free to ISMA<sup>UK</sup> members. Non-members are asked to pay £10.

- **Charlotte Kemp** is the Futures Alchemist, a futures thinking coach who works with organisations to co-create preferred futures. She is a Past President of the Professional Speakers Association of Southern Africa (PSASA), a member of the Association of Professional Futurists (APF) and President of the Global Speakers Federation (GSF). In her work, she focusses on how people think about the future. Anticipation can bring inspiration and excitement or fear and anxiety, and anxiety-driven people cannot create positive scenarios for better futures. If we can be more intentional and more conscious about our future, then we can experience a better today.

- If members of the press would like a complimentary copy of Charlotte's new e-book *Future Shock to Poly Crisis: Moving from Coping to Thriving in an Accelerating World*, a guide to navigating the complexities of a rapidly changing world and interrelated crises, please contact [admin@isma.org.uk](mailto:admin@isma.org.uk) and it will be sent to you within 48 hours.

- **Emma Pennycard** is a professionally accredited transformational coach. She retrained as a coach and started her business [BeCoaching](#) after spending 25 years in the travel industry. Emma's passion has always been working with people, not just the part that shows up to work, but the whole person. Through BeCoaching she helps overworked professionals overcome challenges and achieve calm, presence, and productivity. Emma is a Specialist Addictive Behaviours Coach, a Certified Personal Profile Analysis Practitioner, and has an Accredited Diploma in Transformational Coaching.

- **The International Stress Management Association (ISMA<sup>UK</sup>)** has been the leading professional body for workplace and personal stress management, wellbeing and performance, promoting sound knowledge and best practice in stress management, resilience, wellbeing and mental health for 50 years, marking its 50<sup>th</sup> anniversary in 2024. ISMA<sup>UK</sup> practitioners and consultants provide stress management services to individuals and businesses, assisting around 40,000 people who need professional help with stress-related issues every year. ISMA<sup>UK</sup> endorses and uses the HSE guidelines for managing stress in the workplace. To find out more about ISMA<sup>UK</sup>, visit [www.isma.org.uk](http://www.isma.org.uk).

- **Press Interviews**

For all press and media enquiries please contact Carole Spiers, Chair of ISMAUK, for an immediate response on +44 (0) 77 688 78910 or at [chair@isma.org.uk](mailto:chair@isma.org.uk).