# Article information:

Navigating the unpredictability of everything  
<https://longform.asmartbear.com/predict-the-future/>

# Article summary:

1. Predicting the future is difficult, even for highly trained analysts within their area of expertise.

2. Using base rates as a reality check can increase the accuracy of predictions, but it doesn't give much confidence.

3. A strategy is required, even when it's wrong, and making decisions and gaining experience is how to find the right answers.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article discusses the unpredictability of predicting the future, using examples from various industries such as finance, pharmaceuticals, chess, and technology. The author argues that even highly trained experts often get it wrong when predicting future trends or outcomes. The article suggests that having a strategy is still necessary despite the unpredictability of the future. However, the author also notes that making decisions and gaining experience is how to find the right answers.

Overall, the article provides an interesting perspective on the challenges of predicting the future and building strategies. However, there are some potential biases and missing points of consideration in the article. For example, while it is true that experts often get it wrong when predicting future trends or outcomes, it is also important to note that they do get it right sometimes. The article does not explore this aspect in detail.

Additionally, while the article suggests that having a strategy is necessary despite the unpredictability of the future, it does not provide much guidance on how to develop effective strategies in such an environment. The article briefly mentions using base rates as a reality check but does not delve into other potential strategies for navigating uncertainty.

Furthermore, while the article highlights examples of successful companies pivoting their strategies based on customer feedback and market trends (e.g., Slack), it does not explore cases where companies failed to pivot effectively or did not listen to customer feedback (e.g., Blockbuster). This omission could lead readers to believe that pivoting is always successful when in reality it requires careful consideration and execution.

Finally, while the article acknowledges that making decisions and gaining experience is how to find the right answers, it does not address potential risks associated with this approach. For example, making decisions without sufficient information or analysis can lead to costly mistakes.

In conclusion, while the article provides an interesting perspective on navigating uncertainty and developing effective strategies in unpredictable environments, there are some potential biases and missing points of consideration that readers should be aware of.

# Topics for further research:

* Strategies for navigating uncertainty in business
* Examples of companies that failed to pivot effectively
* Risks associated with making decisions without sufficient information
* Best practices for developing effective strategies in unpredictable environments
* How to balance the need for a strategy with the unpredictability of the future
* The role of data analysis in developing effective strategies for uncertain environments

# Report location:

<https://www.fullpicture.app/item/fdb55a322c6efe1704d55fa6461b6505>