

# Anthony Signorelli

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*Digitalization is disrupting not just every industry, but everything—even capitalism itself. Time honored principles like private property, rule of law, and even employment begin to dissolve, and capitalism's basic organizing principles—hierarchy, coercion, extraction, and scarcity—are being overthrown. What will replace these principles, and how will the new society organize itself? In his newest work, **Speculations on Postcapitalism**, author Anthony Signorelli explores the implications of the new digitalization, and formulates a philosophy of postcapitalism. No one knows exactly what will come next, but it won't be socialism or communism, nor will it be the dark dystopias so many fear. This book explores the many possibilities, and lets people find their own ray of hope in exploring a future that is much closer than most people realize.*

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# SPECULATIONS ON POSTCAPITALISM

How digitalization is disrupting everything  
we know about modern civilization

## Meet Anthony

### Short Bio

From organic farmer to the corporate boardroom, Anthony Signorelli's life experiences provide a unique perspective on business, climate change, social analysis, and creative thought. His latest exploration of postcapitalism includes two sides of the same coin—on one side, the incredible entrepreneurial opportunity in automation, digitalization, and roboticization, and on the other, the social and economic impact of the resulting job losses and systemic change. Both are part of postcapitalism—a fact that students, business activists, employees, and common citizens must all confront.

### Long Bio: Author & Consultant

A serial entrepreneur in the best sense of the word, Anthony Signorelli never had a real job. Creative, innovative, and analytical, he's always seeking answers to challenging and compelling questions.

As a consultant, he relishes addressing the most difficult sales team challenges. As an author, Anthony likes to go deep, add perspective, and seek out uncommon angles. As an entrepreneur, he's not looking for the biggest market or dollar gain, but rather interesting challenges that serve a lifestyle. Don't expect the tried and true with Anthony, expect the unexpected, and in return you'll find yourself addressing complex challenges from angles you've never before considered.

As a writer and thinker, Anthony's eclectic interests range from small business to psychology, mythology, economics and postcapitalism, small-scale sustainable agriculture, entrepreneurship, ecology, and public affairs.

An accomplished speaker and facilitator, Anthony excels at helping individuals and organizations surmount the challenges they face through the use of planned interactive workshops where attendees are empowered through participation to master the challenges they face. With the national economic stakes high, a monumental society transition ahead, and the personal wellbeing of so many people on the line, Anthony is engaged in writing and speaking whenever and wherever he has the opportunity.

As Signorelli Consulting Group's president and lead consultant, Anthony has worked directly with some of America's top companies, including: *Medtronic, Thomson Reuters, Cray, Merrill Corporation, and Emerson Electric*; as well as many smaller, entrepreneurial companies such as: *Fairview Health Systems and BioSphere Medical*. With experience across multiple core industries, Anthony was a **featured sales conference speaker and facilitator** for a client seeking to sell complex solutions to buyers in the medical field. He **led a 2-year effort** for an information services client to change the way they sold their product line to attorneys. And he's **developed a reputation for helping clients** determine new methods for launching and supporting products new to their business or into new fields.



#### Signorelli Clients include:

- Medtronic
- Thomson Reuters
- Cray
- Merrill Corporation
- Emerson Electric
- Fairview Health Systems
- BioSphere Medical

## Publications

### Books

- ❑ *Speculations on Postcapitalism: How Digitalization Is Disrupting Everything We Know About Modern Civilization*, Blue Harbor, St. Paul, 2017
- ❑ *Call to Liberty: Bridging the Divide Between Liberals and Conservatives*, Scarletta Press, Minneapolis, 2006
- ❑ *Rooster Crows at Light from the Bombing: Poems and Essays on the Gulf War*, Inroads Press, Knife River, 1993 (editor)

### Select Articles

- ❑ "In Over Your Head: The Joys and Trials of the Entrepreneur," *Small Business CEO Magazine Online*, 2004
- ❑ "Farm Finances," *Small Farmers Journal*, 1994
- ❑ "Creating Place," *Small Farmers Journal*, 1992
- ❑ "Organic Agriculture: Next Steps and New Concerns," *Small Farmers Journal*, 1993
- ❑ "Passion and the Hero," *Inroads* #3, 1989
- ❑ "Men, Authority, War," *Inroads* #7, 1992
- ❑ "The Folly of Demands: An Argument with Inventing the Future," *Postcapfuture.com*, 2016
- ❑ "The Coming Collapse of Capitalism," *Postcapfuture.com*, 2016
- ❑ "The Painful Transition to Postcapitalism," *Postcapfuture.com*, 2016
- ❑ "Capitalism vs. the Climate and the Need for Ideas that Will Indeed Change Everything," *Postcapfuture.com*, 2016

### Select Courses

- ❑ *Discovery Questions 101: Introduction for B2B Sales*, published by Illumeo, 2016
- ❑ *Discovery Questions 102: Five Types of Questions for B2B Sales*, published by Illumeo, 2016
- ❑ *Discovery Questions 103: Question-Asking Tactics for B2B Sales*, published by Illumeo, 2016
- ❑ *Cracking the Corporate Code*, self-published, 2012
- ❑ Hundreds of custom-built, private use training courses for Medtronic, Emerson Process Control, Thomson Reuters, Boston Scientific, Graco, Cray, and other major companies, 1995-2016

### Select White Papers

- ❑ *How to Win the RFP Game*, Thomson Reuters, 2014
- ❑ *The Law Firm Growth Engine: Creating a Culture of Active Account Development*, Thomson Reuters, 2014
- ❑ *Building a Business Case for the Right Solution in Contract Management*, Merrill Corporation, 2014
- ❑ *Breaking the Bottleneck: Enabling Growth With a Solution for Contract Management*, Merrill Corporation, 2014
- ❑ *Urgent Problems Requiring Contract Management Solutions*, Merrill Corporation, 2015
- ❑ *Contract Management and Business Needs*, Merrill Corporation, 2014
- ❑ *Budget Needs for Contract Management Solutions*, Merrill Corporation, 2014
- ❑ *Technical Feasibility of Contract Management Systems: How to Get IT On Board*, Merrill Corporation, 2014
- ❑ *Finding the Right Contract Management System: What are my options?*, Merrill Corporation, 2014
- ❑ *Implementing a System Can Be Easier Than You Think*, Merrill Corporation, 2014
- ❑ *Assessing Security in Contract Management Systems*, Merrill Corporation, 2015
- ❑ *Beyond Thought Leadership: The Cutting Edge in Content Marketing Strategy*, Signorelli Consulting Group, 2015
- ❑ *Customer Engagement: The New Frontier in Market Research*, Signorelli Consulting Group, 2015
- ❑ *Customer Journey Mapping*, Signorelli Consulting Group, 2015
- ❑ *From Physicians to IDNs: Building the Medical Device Sales Force of the Future*, Signorelli Consulting Group, 2013
- ❑ *The 57% Gap: Curing a Content Marketer's Nightmare*, Signorelli Consulting Group, 2014
- ❑ *What to Do When the Salesforce Underperforms on Your Product*, Signorelli Consulting Group, 2013

# Millennial's Guide to Career Prospects in a Digitalized, Automated, Postcapitalist World

## Keynote/Presentation

*Presentation Length: 30-60 minute speech plus Q&A*

Anthony Signorelli's thought-provoking presentation explores the limits of what postcapitalism will mean in very practical terms—for career decisions of new college grads and the rest of the millennial generation. The key nodes of value for job seekers are moving to new technologies, industries, and organizational structures. Engaging them will require new values and break with current assumptions about what will be valuable in the future. The presentation identifies the values that no longer serve, the new nodes of innovative, economic value, and the industries that will best serve as roads to that value.

## Facilitated Workshop Discussion

*Workshop Length: 4-6 hours depending upon the preference of the institutional sponsor*

The new postcapitalist world, characterized by automation, roboticization, and digitalization, will challenge participants in ways that go well beyond a shifting of opportunity from one industry to the next. Postcapitalism will bring with it a new set of values and principles, and those who understand and embrace those values will be the most likely to prosper, whereas those who do not may flounder. At the same time, those very words are laden with capitalist values that may be completely overturned in the new postcapitalist world. For example, success in a capitalist hierarchy is often equated with climbing the ladder of that hierarchy. But what will success even mean in a flat, networked, collaborative, nonhierarchical world which is the likely result of a postcapitalist shift in paradigm?

This highly interactive workshop is designed to bring people together into discussion and to reveal the infinite possibilities. Exercises will be used to facilitate reflection, discussion to see new angles, and group debate to explore realistic possibilities. The facilitators will ensure all voices are heard, and Anthony Signorelli will add content to provoke consideration of possibilities not yet considered.

### After completing this workshop, participants will be able to:

- Outline their own personal plan for jobs and career development in the coming two decades
- Identify nodes of job and entrepreneurial opportunity in the transitioning economy
- Discuss and debate the values & principles of postcapitalism, as well as the personal impact on their career search
- Discuss and debate likely policy responses, including UBI, on their career decisions
- Recognize how their values will be changed and challenged
- Identify the values that need to change to succeed and prosper
- Describe the causes for the changes in the postcapitalist world



In short, participants will leave this workshop knowing where to focus their career efforts.

# Postcapitalism and Climate Change

Capitalism will never stop climate change because the externalities that cause it cannot be accounted for in the capitalist system. Hence, to avoid catastrophic changes in climate, government would be required to intervene. But government can't limit the capitalist system because government is part of it, depends on it, and promotes it. Modern government, capitalism, and climate change go together. Given that, what do we do?

## Keynote/Presentation

*Presentation Length: 30-60 minute speech plus Q&A*

In this provocative keynote, author Anthony Signorelli presents the framework for what a true solution to climate change will look like. Since we cannot stop capitalism, we cannot stop climate change—until, that is, we can guide the inevitable transformation of capitalism into postcapitalism. Signorelli argues that climate change will only be arrested when scarcity is turned to abundance through digitalization, and we see the results in networks, abundant green power, the free economy, food, and transportation. These changes will transform our world.

## Facilitated Workshop Discussion

*Workshop Length: 4-6 hours depending upon the preference of the institutional sponsor*

For activists and advocates, knowing that postcapitalism is unfolding is not enough—it is up to us to shape its outcome. But how? What are the key factors? What policies need to be debated and what political and cultural landscape are we dealing with?

### After completing this workshop:

Participants in this workshop will leave with a plan—one that they created and which can guide their work in shaping what comes next after capitalism collapses. Each plan will outline several pieces:

- Public policy to detail, explain, and advocate
- New thought frames, values, and principles to explore
- Recognizing technologies and applications to integrate, and which to oppose



We will also identify, provide, and grow a list of resources to be leveraged as players in the development of a postcapitalism that defeats climate change—especially using postcapitalist structures, like collaborative networks, the free economy, and other manifestations of abundance.

### Primary goals of the workshop:

- Able to discuss and debate the impact of postcapitalism on climate change
- Articulate the systemic change agenda and how to shape a better future as the world undergoes this change
- Outline policy priorities within a postcapitalist context
- Develop an individual action plan for writers, speakers, teachers, and thought leaders

## Interview Questions Guide

*This guide is meant for the convenience of panel moderators, radio interviewers, and other event leaders who will interview Anthony Signorelli. In no way is this a limiting or exhaustive list, but these should be useful for discussing two of the primary topics Anthony engages with interviewers.*

### **New Opportunities for Millennials in a Postcapitalist World**

- What do you mean by postcapitalism anyway?
- Why is this so important to millennials?
- How will this new digitalized, postcapitalist world affects millennial career decisions?
- If we really go postcapitalist, what will become the new focal points for careers and jobs?
- What will be the biggest obstacles for people who want to align themselves with the postcapitalist world?
- What makes you so sure this is actually going to happen?
- Many people are talking about universal basic income as a response to digitalization. What do you think?
- You talk a lot about the values, principles, and thought-frames that will change in postcapitalism. Can you give me some examples? And why are they important?

### **Postcapitalism and Climate Change**

- What do you mean by postcapitalism anyway?
- What makes you so sure this is actually going to happen?
- Why is this so important for people concerned with climate change to understand?
- You talk a lot about the values, principles, and thought-frames that will change in postcapitalism. Can you give me some examples? And why are they important?
- Talk a little bit about the difference between the scarcity of capitalism and what you call the abundance of postcapitalism.
- I know you say it is inevitable, but what if that abundance never materializes?
- Why are networks such an important part of postcapitalism?
- What will networks and collaboration mean for stopping climate change?

## Contact Anthony



For more information on any of these or related topics, or to arrange a speaking engagement, please reach out directly to Anthony via the contact information below. He or a member of his team will get back with you as quickly as possible.

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