



On The Verge Media Kit

REBECCA D. COSTA

BACKGROUND

Rebecca D. Costa is an American sociobiologist and futurist. She is the preeminent global expert on the subject of “fast adaptation” and recipient of the prestigious Edward O. Wilson Biodiversity Technology Award. Her career spans four decades of working with founders, executives and leading venture capitalists in Silicon Valley. Costa’s work has been featured in the *New York Times*, *Washington Post*, *USA Today*, *The Guardian*, and other leading publications. She presently hosts the popular news podcast, *The Costa Report*, along with 12 world renowned subject experts and also serves on the Advisory Committee for the Lifeboat Foundation along with futurist Ray Kurzweil and Nobel Laureates Daniel Kahneman, Eric S. Maskin, Richard J. Roberts and Wole Soyinka.



Costa was the founder and CEO of one of the largest technology marketing firms in California, where she developed an extensive track record of launching game-changing technologies. Her clients included industry innovators such as Hewlett-Packard, Apple Computer, Oracle, Siebel Systems, General Electric, 3M and others. She has been on the forefront of technological and scientific innovation, assisting venture capitalists and large corporations to identify, fund and launch disruptive new trends.

Retiring at the zenith of her career in Silicon Valley, Costa spent six years researching and writing the international bestseller *The Watchman’s Rattle: A Radical New Theory of Collapse*. Her follow-on book, titled *On the Verge* was introduced in 2017 to critical acclaim, shooting to the top of Amazon’s #1 New Business Releases. The success of *The Watchman’s Rattle* led to a popular weekly radio program called *The Costa Report* which was syndicated throughout the United States by the Genesis Communications Network until 2018. In 2020, *The Costa Report* radio program was converted to a subscription-only in-depth news podcast.

Owing to global pressures to respond more rapidly and efficiently to the accelerating pace of change, Costa is a popular international speaker. She brings both an evolutionary biologist and technologist’s perspective to the subject of adaptation. Costa is currently represented by the American Program Bureau and the Scott Meredith Literary Agency.

A global thinker in the mold of Alvin Toffler, Jared Diamond, Ray Kurzweil and Thomas Friedman, Costa attributes her ability to see the “big picture” to her cross-cultural education and upbringing. Raised in Tokyo, Japan, and Vientiane, Laos, during the Vietnam conflict, Costa brings a unique global perspective to the everyday challenges of work and life. Rebecca Costa is an alumnus of the University of California at Santa Barbara and currently resides in Astoria, Oregon.

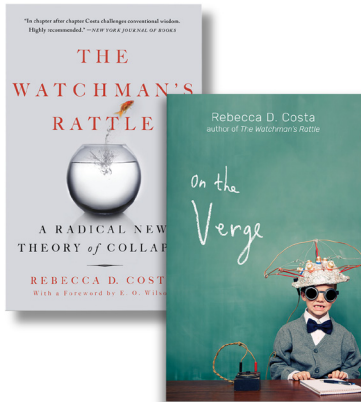
For more information about Rebecca Costa visit www.rebeccacosta.com



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THE COSTA GROUP, INC.



Publishing

- International Bestseller, *The Watchman's Rattle*, released 2010
- *On the Verge*, released 2017
- Print, Audio, E-books
- Syndicated Column: THE FIX
- Represented by the Scott Meredith Literary Agency



Consulting

- Building Fast-adapting, Innovative Cultures
- Technology and Science Reconnaissance



Speaking

- Popular Public Speaker: Fortune 500 Companies, Education, Government and Nonprofit Organizations
- Represented by the American Program Bureau
- Podcast: *The Costa Report*

WELCOME TO THE COSTA GROUP

The Costa Group, Inc., was founded by sociobiologist and technology and science futurist, Rebecca D. Costa, to study the relationship between advances in technology and science, human evolution, and public policy. Costa is an award-winning, world-renowned expert on “fast adaptation” techniques in rapidly changing, complex environments.

The Costa Group, Inc., is nonpartisan – beholden to no special-interest groups or business sponsors. One hundred percent of the company’s funding is derived from the sale of books, speaking fees, consulting and the podcast program.

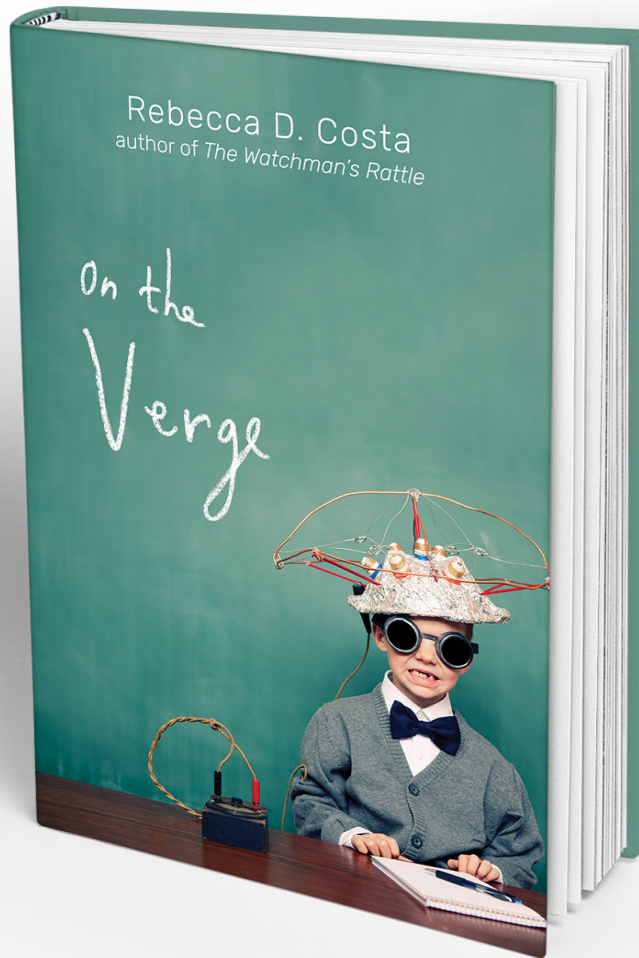
The organization is comprised of three business units: Publishing, Consulting, and Speaking. *Costa Publishing* oversees the print, audio and e-books authored by Rebecca Costa, as well as Costa’s syndicated column, THE FIX. *Costa Speaking* is responsible for managing the public and private appearances and podcast of Rebecca Costa. *Costa Consulting* offers assistance to small and large organizations interested in building adaptive, innovative cultures which keep pace with changing technology and science. Together, the three business units offer an international platform aimed at helping individuals and organizations stay ahead of disruptive change.



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“There can be no greater advantage than certainty of the future. Not in nature. Not in business. Not in governance.”



So begins Rebecca Costa's much awaited exploration of *foresight*: "the crowning achievement of human ambition." According to Costa, never before has the information needed to avert danger, get the jump ahead of others, or prepare for the inevitable been so clearly within grasp. Advances in Big Data, predictive analytics, genomics, artificial intelligence, and other technologies have made it possible to pinpoint future results with mind-blowing accuracy—cracking the door to what Costa calls *predaptation*: *the ability to adapt before the fact*.

Through fascinating real-life examples, Costa reveals how technology has brought nations, businesses, and individuals to the edge of clairvoyance. Yet, our ability to *act* on foreknowledge often falls short—causing leaders to squander the advantage of preemption. To counteract this failure, Costa illuminates 12 principles of adaptation, and *predaptation*, used to succeed in fast-moving environments.

On sale at all major book stores.

Rebecca D. Costa is a world-renowned sociobiologist and futurist. Her first book, *The Watchman's Rattle: A Radical New Theory of Collapse*, was an international bestseller. Her work has been featured in the *New York Times*, *Washington Post*, *USA Today*, *The Guardian*, and other leading publications. For more information about the author and book, visit www.rebeccacosta.com.



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About the Book

An interview with Rebecca D. Costa
author of *On the Verge*

Q: Your new book, *On the Verge*, is about foreknowledge and leadership. Why foreknowledge?

A: The short answer is that foreknowledge is having a profound impact on how leaders lead. It's no longer enough to be nimble, innovative, and quick—not enough to rack up 10,000 hours of experience, master the 7 habits of successful people, or transform ourselves into 1-Minute managers. These skills are no match for the ability to foresee and manipulate future outcomes, events, and trends to our advantage—which is what Big Data, predictive analytics, and artificial intelligence have equipped leaders to do.

When you stop and think about it, we have more information—more empirical data—about the future than at any other time in human history. We know when a hurricane, tornado, or tsunami is en route; when a country's currency is on the verge of collapse; which automobiles are the safest in an accident; when and where the risk of a terrorist attack is high. We know whether a person is predisposed to opioid addiction long before a doctor writes the first prescription; when a country is on the brink of producing a nuclear weapon; whether we're programmed to suffer from breast cancer, Alzheimer's, baldness, obesity, depression, or cardiovascular disease. We can anticipate food, rare earth mineral, oil, and nursing shortages; whether a company will meet their quarterly earnings; when an airplane, nuclear power plant, and toaster will reach the end of its life cycle. On every front, our knowledge about events that have yet to occur grows more precise. And with foreknowledge comes the opportunity to act *before the fact*.

Q: What do you mean by “*act before the fact*”?

A: I mean that we are approaching a time when *all future outcomes and events will be known*. So, leaders can avert undesirable results and manipulate the social and physical environment to their advantage. Those who master predictive analytics and other advanced technologies aimed at anticipating future outcomes, events, and trends will have the upper hand. Others will find themselves adapting to an environment where the odds are stacked against them. The more precise our predictions become, the worse things get for those with limited resources.

Q: In your book, you talk about leaders who *predapt*. What is *predaptation*?

A: Predaptation means proactively altering the environment to which we will adapt. In biology, adaptation refers to the physical evolution that occurs as *a result of* changes in an organism’s habitat. Similarly, when changes occur in the business, social, and political environments—such as the proliferation of the internet, or new laws and regulations—individuals and organizations must also adapt. That said, for more than 150 years, our views on adaptation have remained largely unchanged. We treat adaptation as some random roll of the dice, over which we have little or no control. But our growing stockpile of foreknowledge is changing that. Foreknowledge makes it possible to adapt *before the fact*.

Q: Can you give us an example of predaptation at work?

A: Several years ago, when the cost of gasoline began rising, it was only a matter of time before packaged food makers were going to have to raise their prices. According to the principles that govern modern economics, this would decrease the overall number of units sold. But thanks to foresight, these manufacturers predapted. Instead of raising prices, they opted to keep the price and package size of everyday consumables (like cereal and chips) as-is and decrease the contents instead. In this way, consumers *felt* as if they were getting the same value. And since perception is reality, food makers were able to cover the additional transportation costs with very little disruption to sales. By predapting to what they could foresee was coming, they were able to alter the future to which they, and the public, would adapt.

Now that’s a simple example of using foreknowledge to shape future outcomes to our advantage. So now let’s take a more complicated example such as genetic testing. Thanks to the human genome project we are approaching a time when diseases we are genetically predisposed to—diseases such as cancer, depression, and so on—will be treated by gene therapy before we experience the first symptom. In this way, healthcare is predapting: using foreknowledge to change our future.

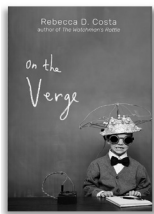
Q: In *On the Verge* you demonstrate how 12 principles used to adapt in nature can be used by businesses, governments, and organizations to predapt. How did you come up with the 12 principles?

A: As a sociobiologist, my perspective is skewed by what I observe in nature. But that's nothing new. In the 1800s, one of the fathers of modern economics, Alfred Marshall, observed parallel forces in evolution and economics. He drew from Charles Darwin's work to explain gradualism in financial markets. Similarly, many of the ideas forwarded by Joseph Schumpeter, Thomas Jefferson, Karl Marx and others were derived from the natural world.

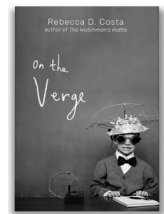
The 12 principles of adaptation I describe in *On the Verge* are those that have been tested and proven and have endured for millions of years—and that successful leaders use to adapt and predapt today.

Q: Which brings us to the book title—why *On the Verge*?

A: When it comes to foreseeing future outcomes, events, and trends, we are rapidly moving from guesswork to absolute certainty. Big Data computing, predictive analytics, and artificial intelligence are making it possible to string together extremely elaborate, complex algorithms capable of assessing what's coming our way with unprecedented precision. And while we are not quite there yet, there is no doubt that foreknowledge will be the next big disruptor. From how we wage war, invest, and remain healthy to how we manage and lead, foreknowledge changes everything. We are “on the verge.”



Praise for *On the Verge*



"From the beginning of recorded history, humankind has tried to predict, control and change the future. It is a daunting task fraught with risks and rewards. Read this book if you want to be ready for the future. "

ALAN DERSHOWITZ,
lawyer, legal scholar
and bestselling author

"Rebecca Costa has a talent to tell stories that illustrate her keen observations and explain important cultural implications as new innovations touch our lives. The future can be manipulated. Some want their creations to adapt to the world.

Others like Steve Jobs wanted the world to adapt to them. If you have an insatiable curiosity about the impact of innovation on our world ahead and how the future can be manipulated you will love this book."

JOHN SCULLEY,
former CEO of Apple and
President of Pepsi-Cola

"*On the Verge* is a terrific jackpot of a book. It is both page-turner entertaining and think-trigger serious about how we—meaning all of us—can get ahead of the many curves out there in our varied lives, liberties and pursuits of happiness. Read it and smile. But mostly read it and plan."

JIM LEHRER,
Executive Editor and
anchor PBS NewsHour



"The world is experiencing extraordinary and transformational change. Technology and big data have empowered humankind to reach new and epoch-making achievements.

Rebecca Costa has brilliantly prescribed how we can harness our newfound empowerment with foresight to literally change the course of our collective future."

TOM DASCHLE,
former U.S. Senate Majority Leader

"*On the Verge* presents a useful view of how we can look ahead, and invent our own future, often by predapting to possible futures. If you want to get ready for change you see coming, *On the Verge* can help you get the job done."

CRAIG NEWMARK,
founder of Craigslist,
entrepreneur

"This is a dazzling book—a can't-put-down, easily understandable exploration of the potential (no, near-certainty) that Big Data and developing technologies will give mankind the ability to anticipate and solve every problem from disease to terrorism to accidents to crime. But Ms. Costa is also not blind to dilemmas our vast new power creates, fundamentally centered in human nature.

Must-read for everyone!"

MORTON KONDRACKE,
political journalist and commentator for
The McLaughlin Group, The Beltway Boys,
Roll Call, Capitol Hill, Fox News.



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RAVE REVIEWS FOR REBECCA COSTA

From Fortune 500 companies to government agencies, non-profit organizations and universities, Costa is consistently ranked as one of the top speakers in the nation.

"Important, Formidable and Absolutely Essential"

"Engaging, Humorous and Thought-provoking"

"Provocative and Entertaining"

"The presentation was outstanding and we received rave reviews—the attendees wished your session could have been longer!"

- Alison Keller, National Association of State Chief Information Officers (NASCIO)

"Rebecca hit the mark! She helped us gain new perspectives on how we can better deal with the growing complexity businesses face today."

- K. Hansen, Senior Vice President, Dole Food Company

"After being in the industry for almost 40 years, I attend a lot of presentations. Normally I attend, I listen and leave and nothing changes. Your presentation was different. It really made me stop and think about our business in a different light."

- John Landgraf, Executive Vice President, Abbott Nutrition

"We had more feedback from your seminar than from any of our previous sessions. Thank you for kicking some doors in."

- James Cameron, Vice President, Walmart

"Rebecca Costa blew us away with her socio-biological explanation of how our complex environment drives humans into gridlock and indecision. She artfully connects the dots from genetics to complexity to evolution to gridlock."

- T. G. Lewis, Executive Director, Center for Homeland Defense and Security

"Throughout her presentation she linked scientific data to the day-to-day challenges communities face and then led us to practical solutions. Her style of presentation was engaging, humorous and thought-provoking."

- P. Kestner, President, Council of Community Services



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