

Are you suffering from FOLO?

 By [John Sanei](#)

27 Jan 2016

We have all been in situations where we thought we were missing out on something or other. FOLO is the Fear Of Living Offline.



© Leonid Tit – [123RF.com](#)

I personally get sunset FOMO (fear of missing out) and I'm not a happy camper if I don't get to see her majesty set. When I was younger, my FOMO was all about which party I was missing out on.

As I am maturing, I'm starting to feel a different 'OMO! This time its the opposite of FOMO. It is called JOMO - the joy of missing out. My feeling of JOMO is so strong, even now as I write this, that I take a deep sigh of relief that I'm not missing out on whatever is happening around me! Except the sunset, of course.

The emerging markets around the world are all in the mindset of FOMO - think cities like Dubai, Johannesburg, Shanghai and many others - there are launches and parties going on all the time and everyone wants to get onto that guest list!

But if we think of cities in the mature markets, they are mostly in the mind set of JOMO - think of cities like San Fransisco, pockets of Cape Town, Berlin etc. - here people enjoy doing quieter activities in smaller more intimate groups if not alone - like meditation, hikes and yoga.

But welcome to 2016, where there is a new acronym that we are all starting to suffer from - its called FOLO - Fear Of Living Offline - and it makes sense that the concept will gain momentum in a "pics-or-it-didn't-happen" Instagram world, where increasingly people need to digitally validate experiences as if moments passed without the social media stamp is fruitless.

(Quick confession - I'm a firm JOMO dude with a creeping FOLO issue.)

So if you are suffering from FOLO - don't stress. It's a worldwide phenomena that is not going away any time soon, especially as we start living more digitally interviewed lives.

5 ways to be a great at FOLO:

- Learn which is your good side
- Get a smart phone with a great camera
- Learn how to use all the [camera settings - Pano](#) is a very good way to capture a lot more in your pic
- Download some great filter and pic apps - besides Instagram
- Only once manicured, i.e. the pic is of your good side, the view looks amazing, the filter is just right and it looks like a pic from *National Geographic* - then post!

Ready, steady - FOLO like a superstar!

(Blog inspired by [Sparks & Honey](#))

ABOUT JOHN SANEI

Futures Strategist John Sanei makes sense of future trends and merges them so individuals and organisations can forge forward with confidence, elevating their leadership vision to exponential heights. At the intersection of human science, neuroscience, quantum technology, futurism and business strategy, John has a knack for sharing his knowledge and creating meaningful connections. He ignites platforms, connects with crowds and leaves an empowering perspective that lasts long after the lights have switched off.

▫ Servicing the customer of the future - 13 May 2021

▫ Commitment is a game changer in an uncertain world - 15 Mar 2021

▫ #BizTrends2019: The acceleration of acceleration - 8 Jan 2019

▫ The digital revolution is futile without a customer focus - 17 Feb 2017

▫ Want to know why the Kardashians have become so popular? - 20 Jul 2016

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>