



# FACING THE FUTURE TOGETHER TODAY

IFTF's Future 50 is a partnership of exceptional organizations that are turning the extreme turbulence of today into extraordinary possibilities for decades to come

50 years of foresight



future-smart organizations



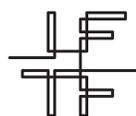
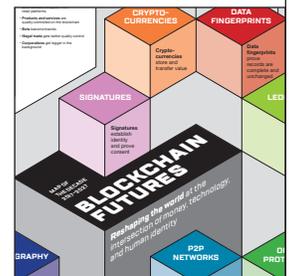
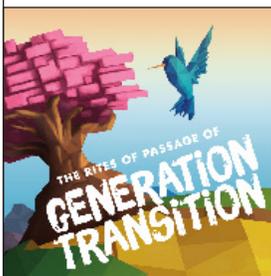
a partnership for unprecedented times

We live in turbulent times. Technological disruptions in our workforces. Rapid transformations in our markets. Civil unrest in our communities. These create the perfect storm that we are living through today.

In the midst of this storm, the future of our organizations has rarely felt more urgent and uncertain. The past is both our strength and our liability: it can steer us wrong as often as it steers us right. The future is both urgent and optimistic—it demands our attention today.

How can we see beyond our past competencies to adapt to the increasing near-term volatility, to identify the emerging opportunities presented by technologies evolving at breakneck speeds, and to anticipate winning strategic actions before the future unfolds?

As IFTF approaches its 50-year milestone and looks forward to its next 50 years, we invite you to join in a new partnership with us. The Future 50 is a circle of partnering organizations who think strategically about near-term choices to reshape the long-term future of their organizations. A combination of highly tailored interactions with IFTF and future-smart conversations across the Future 50 partnership will boost each organization's capacity for continuous reinvention and leadership, today and for years to come.



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# FACING THE FUTURE IN 2018

IFTF's Future 50 partnership offers both a broad scan and a deep dive into the volatile strategic landscape of today's organizations. Fifty years of foresight shape our 2018 perspectives on everything from the biology of disinformation to strategies of eating for change. All this foresight is available to the Future 50 partners—a network of future-smart organizations. **Join the Future 50 today to harness IFTF's foresight for 2018.**

## THE BROAD SCAN

Tap into foresight from IFTF's ongoing research labs to anticipate the critical zones of innovation and disruptions across sectors and around the world.

### Food + Health + Well-Being

Grow your strategic leadership in a world of opportunities and pitfalls as the complex systems of health care, food production, and human microbiology transform our understanding of what it means to eat well and be well.

### Economy + Environment

Leverage the evolution of a financialized society in a marketplace of distributed currencies and in an environment where the externalized costs of the past 50 years may be rapidly internalized by every organization.

### Citizenship + Civic Systems

Rethink the interface between your organization and a volatile civic sphere where the rules for everything from regulation to cybersecurity are being rewritten in the face of growing distrust in every level of governance.

### Work + Learning

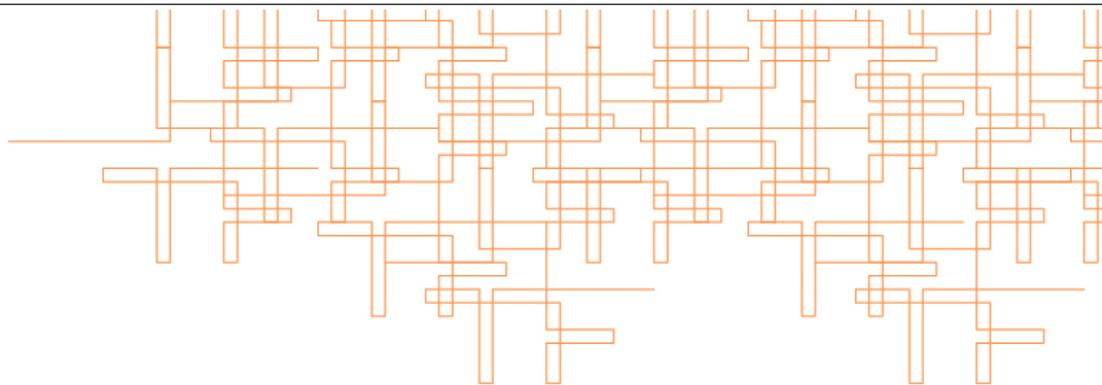
Redesign the workforce to meet organizational needs as both automation and demographic shifts demand new contracts between learning machines and humans, between organizations and platforms that strive to get things done.

### Science + Technology

Anticipate the strategic impacts of AI and robotics, virtual and augmented reality, a rapidly evolving Internet of Actions, and cutting-edge bio-engineering, alongside new materials sciences that tap the tiniest forms of matter.



THE FUTURE IS NOW



## THE DEEP DIVE

Each year, the Future 50 selects an urgent future to explore in depth—one that crosses the boundaries of markets and sectors, of for-profit and not-for-profit. This urgent future will demand a new lens on everything we do. Through it, we will bring into focus the cultural, political, and human issues that are reshaping the world in which futures are built and organizations live and die on the strength of their strategic choices. For 2018, that urgent future is **trust**.

### Trust on Trial | Renegotiating organizational trust in a world of intelligent autonomous machines

Whether shopping for a favorite brand of baby food, diagnosing a perceived illness, or deciding where to invest next, negotiations of trust underlie almost every activity in our business and social spheres. The industrial revolution created systems of institutional trust that reduced the friction of complex human negotiations by creating easily agreed upon rules—through branding, contracting, and the division of labor. In recent years, these centralized infrastructures of trust and authority have been upended by distributed markers of trust that have enabled peer-to-peer exchanges with new and untested trust relationships.

These shifts in trust have likewise transformed our behaviors and perceptions. Even though trust in companies, governments and media has declined globally, we humans have never been more willing to trust each other in vulnerable

contexts. In just one generation, Americans have gone from warning their children about stranger danger to sending their children with strangers—with driving services like Lyft and Uber—to soccer games and after-school activities.

As profound as these shifts have been, the next decade will see a wave of technological innovations that will scramble many if not all of our existing systems of trust. Machine learning systems, coupled with new understandings of neuroscience, are leading to entirely new kinds of computational propaganda systems designed to influence us at best and deceive us at worst. Virtual and augmented realities enable new kinds of social sharing even as they turn our consensus reality into an opt-in proposition. These challenges will push well beyond today's discussions of a "post-truth society" and "fake news," demanding that we ask a more fundamental question:

**As this future unfolds, how will we harness technical advances to cultivate new social, business, and civic systems of trust?**

**make sense** of a complex and uncertain future

**future-proof** your strategies

**tap the intelligence** of a network of future-smart organizations

**build alignment** across your team and your organization



# The FUTURE is NOW

The Future 50 is a side-by-side relationship with IFTF. It's a way to harness foresight from across IFTF for your organization. With 50 years of futures research in society and technology, the economy and the environment, and food and health, IFTF has the perspectives and experts, the signals and the data to make sense out of the current turbulence.

## AS A FUTURE 50 PARTNER, YOU WILL:

**Make sense** of a complex and uncertain future with foresight from across IFTF's research labs in science and technology.

**Future-proof** your strategies while amplifying your own foresight and strategic leadership.

**Tap the intelligence** of a network of future-smart organizations to learn from one another's experiments and innovations.

**Build alignment** across your team and your organization with an IFTF-facilitated onsite workshop and conversations with key stakeholders.

## WHY IFTF?

For fifty years, the Institute for the Future has helped companies, governments, and individuals think provocatively and pragmatically about the long-term future. We have developed tools and methodologies that guide and accelerate the transformation of long-term foresight into practical near-term insight that defines the urgent actions for today. Our partners are investing today in critical research, boundary-stretching conversations, and strategic experiments that will shape the business, social, and civil landscapes of tomorrow.

## THE DETAILS

**Annual Onsite Foresight-Insight-Action Strategic Workshop** with your organizational stakeholders.

**Cutting-Edge Foresight** with access to reports, maps, videos, AR/VR experiences, and artifacts from the future from across the IFTF futures research labs.

**Your IFTF Foresight Guide** to provide touchpoints with IFTF research leads who are tracking trends, signals, and disruptions that are important for your sector.

**Tickets to IFTF's Annual Forecast Retreat**—our immersive and experimental public festival on the future of our society, along with exclusive sessions for our Future 50 partners to network and share their own strategic insights.

**Foresight-Filled Workspaces** in IFTF's Palo Alto headquarters, available to immerse yourself in the future and jump-start any expedition in Silicon Valley.

**IFTF Collaborations** that build on the Future 50 partnership for more in-depth custom foresight projects for your organization or sector.

# 50 years of Foresight-Insight-Action

**Foresight** | Look deep and wide to map the changing strategic landscape

**Insight** | Discover the winning paths through the uncertainty

**Action** | Find the opportunities to make the future now



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**For more information about becoming a Future 50 partner, contact:**

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