



# INSTITUTE FOR THE FUTURE LEARNING JOURNEYS

INSPIRATIONAL EXPERIENCES FOR BUILDING YOUR PREFERRED FUTURE

**Experience the Future:** IFTF Learning Journeys are highly interactive encounters with bits and pieces of the future playing out in some of the most dynamic innovation regions in the world—Silicon Valley, New York City, and Shenzhen, China. As our Executive Director Marina Gorbis wrote in an article for the *Harvard Business Review*, innovation in these regions comes from more than just lots of money, start-ups, and great technology. It comes from the new social practices, projects, and communities at the intersection of technology, art, and social innovation—the people who are developing new ways of working, creating, and organizing.

With nearly fifty years of practice forecasting transformative change, IFTF’s Learning Journeys combine unique, independent research with a futures lens on present-day disruptions.

## BUILD THE FUTURE FOR YOURSELF AND YOUR ORGANIZATION

For IFTF, foresight is a practical tool for developing new ideas and getting ahead of the curve. Ultimately, it’s about making better decisions in the present. Learning Journeys are a chance to step back and reflect on the profound, rapid changes taking place around us. They give your team space outside of the regular work environment to identify and address long-term opportunities and challenges. And they help your group create a shared vision of the future, with a priority on actionable insight.

## CUSTOMIZE YOUR LEARNING JOURNEY

IFTF Learning Journeys are single or multiple day immersions with tailored IFTF forecasts, site visits to future-oriented local organizations, a hands-on “digital trek” to explore cutting-edge mobile experiences, a dinner with some of our favorite entrepreneurs (both for-profit and not-for-profit), and synthesis sessions that draw out insights and possible action steps for you and your organization.

## LOCATIONS

### SAN FRANCISCO BAY AREA'S SILICON VALLEY

Known as a premier global innovation center of the past fifty years, Silicon Valley is in the midst of another economic boom. The last few years have seen the rise of thousands of startups, expanding to areas outside of the traditional Silicon Valley boundaries to include the entire San Francisco Bay Area, home to Uber, Airbnb, Twitter, and many other technology companies. The region also continues to be home to a wide range of social and (counter-) cultural movements such as Burning Man.

### NEW YORK CITY

Over the last decade, New York City has launched one of the most successful coordinated efforts to deliberately expand into the technology space, giving rise to a flourishing start-up scene across sectors such as finance, fashion, social activism, and big data for urban services. The result is a unique tech ecosystem, second in size only to the San Francisco Bay Area, with its own unique culture of innovation. It is "innovation with East Coast characteristics."

### SHENZHEN, CHINA

Design, build, and ship: Shenzhen can do it all. At the heart of China's massive formal and informal manufacturing sectors, Shenzhen could be called the ultimate Maker City. Shenzhen is home to the world's largest electronics market, providing an endless source of material supplies for a growing global community of Makers, hackers, designers, and entrepreneurs. Western VCs bring in diverse start-up teams to test prototypes and connect with manufacturers, while a growing variety of Chinese start-ups build out the local design and hardware scene. Behind it all lies Shenzhen's 35+ year history as a pioneer of new experiments in economics, governance, and lifestyles within the Chinese context.



## CONTACT US

For more information on how we can customize a Learning Journey to your needs, please contact:

**Carol Neuschul** [cneuschul@iftf.org](mailto:cneuschul@iftf.org) | 650.233.9530

## ABOUT THE INSTITUTE FOR THE FUTURE

Institute for the Future is an independent, non-profit strategic research group with over 47 years of forecasting experience. Our mission is to help organizations, communities, and individuals think systematically about the future. We pioneer tools and methods for building future foresight and insight to drive action today. IFTF is based in Palo Alto, California.

