

Prepare for tomorrow by partnering with the world's leading futures organization.

Political upheaval. Turbulent markets. Massive global disruptions. Today's volatility means big challenges tomorrow. Will the future find your organization empowered — or overpowered?



IFTF Vantage. Align yourself with the future you want.

Institute for the Future (IFTF) is the world's leading futures organization. Its signature program, IFTF Vantage, harnesses more than 50 years of IFTF's global forecasts and pioneering research to help its partners navigate global volatility, and turn urgent foresight into actionable, near-term insight for your organization.

The IFTF Vantage partnership isn't a monthly report in your inbox. It's **expert intelligence** and **proven insights** gathered from IFTF's diverse research labs. It's **personalized guidance** based on five decades of experience and the **collective knowledge** of a forward-thinking network. And it's trusted, **real-time expertise** that alerts your organization to hidden hazards and aligns it with emerging opportunities.

IFTF Vantage offers:

- › **Global expertise**
from IFTF researchers
- › **Cutting-edge insights**
for your sector
- › **Online seminars**
from industry leaders
- › **Customized coaching**
for your organization
- › **An exclusive community**
of foresight experts

Organizational readiness to prepare you for a world in flux.

IFTF Vantage reflects an investment in your organization's ability to navigate the future. Using powerful tools, expertly curated foresight research, and a steady flow of topical content, the partnership trains you and your team to recognize game-changing threats and opportunities before they unfold—to turn valuable foresight into actionable insight.

IFTF Vantage partners receive:

Ten-Year Forecast Conference

Three tickets to an unexpected journey through the forces that will shift your industry. IFTF's renowned annual conference, with strategic representatives from dozens of world-leading organizations, immerses IFTF Vantage partners into the coming consequences likely to ripple across every institutional arena, and new adaptive strategies for long-term success—for you, your organization, and your community.

Playbook: Case Studies + Best Practices for the Future-Focused Organization

Hear what the professionals have to say.

This collection of interviews with global leaders in organizational foresight distills their perspectives and experience into a practical set of models to help link your organization's long-term view with metrics of success.

Map of the Decade: Science + Tech

Get a jump on 2030. Highlighting a range of industries, IFTF's exclusive Map of the Decade is a comprehensive, at-a-glance graphic framework of emerging science and technology capabilities in the next ten years. It reveals seismic shifts, potential threats, and important opportunities.

Toolkit: Organizing for Systems-Level Change

Make your organization stronger and more resilient.

A set of specially-designed facilitation tools and techniques to help your organization navigate systems-level questions certain to impact its work in the next ten years.

Research Releases

Leverage current research and the latest forecasts.

With priority year-round access to exclusive futures intelligence and insights, IFTF Vantage partners enjoy a comprehensive view of future forces directly affecting their organizations.

Future Factors Platform

Signals-driven planning and a powerful network.

Access current and past IFTF research and forecasts online, including reports, presentations, scenarios, videos, and other resources. This new, partner-only offering combines real-time signals-scanning with a moderated futures thinking community to help you navigate market volatility and develop world-ready strategies.

Cutting-Edge Strategic Foresight

IFTF archives, available for browsing. Explore historical documents and access Artifacts from the Future across all IFTF's research labs, including forecasts, reports, maps, and videos.

IFTF Foresight Guide

Enjoy the attention of a personal expert.

Your Foresight Guide is a designated IFTF researcher who brings trend-tracking expertise to develop your strategic priorities. Available throughout the partnership, this valuable adviser helps you navigate and optimize the program's robust offerings.





2020 FOCUS

Beyond tomorrow: aligning the organization for long-term global impact

Each year, the IFTF Vantage partnership take a deep dive into the future, traversing market and sector boundaries to focus on a particular issue affecting business, government, NGOs, and nonprofits. For 2020, our focus is on organizations: how they can take advantage of current opportunities, manage their challenges, and build foresight capacity to bolster themselves for the next ten years.

Many of today’s organizations are overwhelmed. They’re so busy putting out fires that they have little bandwidth left to think about the future. They’re worried, maybe—but mostly unprepared. That’s why the 2020 program begins with three questions:

- › How do you build long-term thinking into your organization?
- › What emerging new science and technology capabilities do you need to begin engineering today?
- › How do you reorganize to navigate systems-level change?

From declining global trust and volatile markets to the potentially catastrophic effects of climate change, today’s organizations face an uncertain future. Yet uncertain times call for leadership, and IFTF Vantage prepares your organization with what it needs to lead.

Fortified by evidence-based forecasting tools and insights gained in five decades of research, IFTF’s 2020 Vantage partnership empowers your organization to overcome resistance and embrace future-planning for what it is: a skill no organization can live without.



“ Organizations must bring foresight and imagination together to see opportunity where none existed before.

—Rod Falcon, IFTF Vantage Program Director

IFTF Vantage:

Transform valuable foresight into actionable insight.

Organizations that will thrive in the future will be those that foresee game-changing threats and counterintuitive opportunities to lead. Your investment in IFTF Vantage means an alliance that uniquely equips you to translate opportunities and imperatives into actions. **By partnering with IFTF, you'll be preparing yourself and your organization for the future.**

IFTF Vantage serves the world's leading organizations.



PARTNER WITH IFTF

For more information about becoming an IFTF Vantage partner, please contact:

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Institute for the Future (IFTF) is the world's leading futures organization. Its signature program, IFTF Vantage, is a unique partnership of innovative global leaders that harnesses over 50 years of IFTF global forecasts and pioneering research to navigate volatility, identify emerging imperatives and opportunities, and develop world-ready strategies. IFTF Vantage partners represent businesses, governments, and social impact organizations from around the world that require the most comprehensive view of future forces directly affecting their organizations. To learn more about how IFTF Vantage generates organizational readiness for a world in flux, visit iftf.org/vantage.

