



IFTF Vantage: A Partnership of Future-Ready Organizations

Future-ready organizations think differently about time and scale. They work with visionary futures on a ten-year horizon. They identify opportunities for innovation and capacity-building that propel the organization forward. With the ability to reimagine their products, services, and experiences in a changing marketplace, and reimagine their organization itself, they are able to meet the future at different scales. They consider larger systems and urgent futures—the climate crisis, the rise of disinformation, income inequality, and the need for belonging.

Future-ready organizations do more than anticipate change; they combine foresight and imagination to find opportunities where none existed before. Their focus is on how to leverage this moment to transform their organization for the better.

“Future-ready organizations bring foresight and imagination together to see opportunity where none existed before.”

—Rod Falcon, IFTF Vantage Program Director

IFTF Vantage. Prepare now with strategic foresight and tools for lasting transformation.

Institute for the Future (IFTF) is the world's leading futures organization. Its signature program, IFTF Vantage, harnesses 52 years of IFTF forecasts and pioneering research to help partners navigate global volatility and turn urgent foresight into near-term insights for action today.

The IFTF Vantage partnership provides expert intelligence gathered from IFTF's diverse research labs. As an IFTF Vantage Partner, you'll receive personalized guidance from our researchers, the collective knowledge of a forward-thinking network, and urgent foresight to enable your organization to seize emerging opportunities and build capacity for future readiness.

IFTF Vantage offers:

- › **Global expertise** from IFTF researchers and expert networks
- › **Horizon mapping** and cutting-edge strategic insights
- › **Online seminars** and **tutorials** from industry leaders and foresight practitioners
- › **Tools, frameworks, and customized coaching** for your organization
- › **Membership** in an exclusive community of foresight professionals

2022-2032

The Decisive Decade: The Reevaluation of Everything

We are entering a period of rapid adaptation coupled with long-term instability. This instability is coming from all directions: the climate crisis, the ongoing struggle to manage and tame the pandemic, organizational and geopolitical uncertainty, and increasingly urgent calls to address long-standing systemic inequities. **We are being challenged to radically rethink everything: our business models, metrics and incentives, our use of technology, and even the nature of growth itself.**

At the same time, the near future offers remarkable opportunities for experimentation. Prior to the pandemic, a growing group of business and political leaders, as well as increasingly large numbers of younger people, were already advocating a move toward more sustainable growth. The pandemic and recent events have accelerated efforts to address these issues. It's not enough to keep doing things the same way. We must do better.

We aren't just reevaluating **what we value** but also **how we live and work**. In the aftermath of the pandemic, families and individuals are reevaluating careers, reordering schedules, and reconsidering basic consumption habits and life trajectories. In reevaluating our relationship to place we will transform our homes, offices, stores, and communities, and open up new ways of living, connecting, learning, and earning.

Each year, IFTF Vantage examines an urgent future in depth—one that crosses the boundaries of markets and sectors, of for-profit and not-for-profit organizations. This year, we'll be examining how our shifting **values** and evolving relationship to **place** are creating opportunities to redefine what is meaningful and lay the **new foundations** of sustainable and equitable growth needed to face a decisive decade of relentless instability, dynamic adaptation and endless possibility.

Our goal is to help you create future-ready organizations to capture the opportunities and meet the challenges of the next decade. We invite you to join us on this journey.

RESEARCH DELIVERABLES

IFTF Vantage's **Map of the Decade 2022-2032** will include a bundle of reports and resources designed to help you build foresight capacity, derive strategic insight, and act now to become ready for the decade ahead. What to expect:

- › A deep dive into the **large-scale forces shaping a decade** where everything will be reevaluated.
- › By engaging **innovators and changemakers** who are shaping the future today, we will forecast the emerging behaviors and values that will shape **how we navigate the home, office, store, communities, and virtual spaces.**
- › **Tools and frameworks** that provide a process for developing strategic insight into how the decisive decade will impact your current portfolio of products, services and experiences; identify new organizational challenges and create opportunities to develop readiness for the decade ahead; and identify strategies to work at the systems scale to address urgent futures today.



Organizational readiness to prepare you for a world undergoing constant transformation.

IFTF Vantage prepares organizations to navigate the future. Using powerful tools, expertly curated foresight research, and a steady flow of strategic content, this partnership amplifies you and your team's ability to recognize game-changing threats and opportunities before they unfold—to turn valuable foresight into actionable insight.

IFTF Vantage partners receive:

Map of the Decade: A set of critical forecasts looking 10 years out

Our annual Map of the Decade research bundle supports your horizon scanning with reports and resources designed to help you build foresight capacity, derive strategic insight, and act now to become ready for the decade ahead.

Ten-Year Forecast Summit: A guided journey through the forces that will shift your industry

Partners receive tickets to IFTF's annual Ten-Year Forecast Summit. For over 40 years, IFTF has immersed world-leading participants, futurists, researchers, and experts in a highly engaging experience of the coming ten-year horizon. Each immersive summit emphasizes how you can help your organization prepare for what's to come.

IFTF Vantage Point: A community strategic foresight hub for partner organizations

Access to our vast foresight research resources with prioritized, year-round access to exclusive, frequently-updated futures intelligence and insights via our partner-only online community, where IFTF Vantage partners can build a comprehensive view of the future forces directly affecting their organizations.

IFTF Future Factors: An emerging signals platform

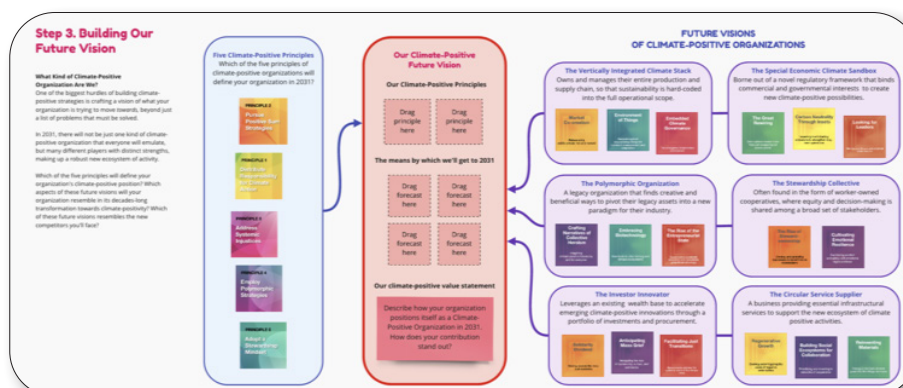
Signals-driven planning and a powerful network. This exclusive collaborative forecasting platform combines a rich trove of real-time signals-scanning with a moderated futures thinking community to help you navigate market volatility and develop future-ready strategies.

IFTF Foresight Guide: A dedicated IFTF expert

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

Research Conversations: A series of webinars and tutorials on strategic foresight

With priority year-round access, IFTF Vantage partners receive early access to all of IFTF's cross-disciplinary research releases, and opportunities to engage with the experts on those topics in community forums such as the Ask a Futurist webinar series.



IFTF Vantage.

Transform valuable foresight into actionable insight.

Organizations that 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 future-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**