



# IFTF Foresight Essentials

These days, dealing with extreme uncertainty is not just a reality, but a way of life. How well equipped are you to anticipate and prepare for the challenges ahead?

**Enroll today.**



Foresight Essentials

## **Foresight is a skill. Learn it from the experts.**

**Identify** and analyze basic futures evidence

**Craft** plausible and provocative forecasts

**Facilitate** strategic futures conversations

**See beyond** current constraints to identify new possibilities

IFTF Foresight Essentials is a one-of-a-kind course designed to help people develop their skills in the art and science of foresight. You'll learn to make sense of the constant stream of news and information; develop a more confident perspective on the next decade for your sector; transform your foresight into actionable insights; and develop your own experiments in future making. After the training, you'll be prepared with the skills and mindset to better anticipate the future and make smarter decisions in the present.

“ This was one of the most well-paced, engaging, and mind-opening trainings I have experienced. The diversity of staff, content, and pedagogical methodologies made for an exciting course with tools I could immediately apply to transform our business.”

— Sean MacDonald  
Global Chief Innovation Officer  
McCann Worldgroup

# IFTF Foresight Essentials is ideal for individuals, managers, consultants, and teams ready to expand their capacity for foresight.

## Agenda:

Learn the time-tested tools and methods based on the intuitive IFTF Foresight Cycle framework.

### Prepare

Learn the foresight fundamentals, key terms, and roles. Gather your evidence with signals and drivers. Get into the futures mindset.

### Foresight

Develop compelling and provocative stories of change. Create prototypes of the future.

### Insight

Generate new ideas and meaningful implications for your organization, community, and stakeholders.

### Action

Frame and prioritize possible actions for today. Apply the methodologies to a real-life personal project plan and get peer feedback.



## The course includes:

**Immersion** in futures-thinking skills and methods built on 50+ years of proven futures research and practice.

**Expert instruction** from professional foresight practitioners active in the field.

**Proprietary IFTF Toolkit** with 23 tools and templates, along with presenter slides.

**Networking opportunities** with attendees from Fortune 500 companies to innovators.

**Certificate** of completion.

## REGISTRATION

	Price	Early-bird
Standard	\$6,500	\$6,000
Nonprofit	\$4,500	\$4,000
Government	\$4,500	\$4,000
Education	\$4,500	\$4,000

Space is limited. Early registration recommended.

## MORE INFORMATION

[www.iftf.org/foresight-essentials-training/](http://www.iftf.org/foresight-essentials-training/)

## EMAIL

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Institute for the Future (IFTF) is the world's leading futures organization. For over 50 years, businesses, governments, and social impact organizations have depended upon IFTF's global forecasts, custom research, foresight education and training to navigate complex change and develop future-ready strategies. IFTF is a registered 501c(3) non-profit educational organization based in Palo Alto, California. For more information, visit [iftf.org](http://iftf.org).