

Are you ready for a world ...

where a global pandemic, political upheaval, urgent climate disruption, and an economic freefall have created not only dire circumstances, but extraordinary challenges ahead? The stakes are higher than ever — is your organization ready?

IFTF Vantage.

Prepare now with the insight 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. 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
- › **Cutting-edge insights**
for your sector
- › **Online seminars**
from industry leaders
- › **Customized coaching**
for your organization
- › **An exclusive community**
of foresight experts

What Happens Next?

2020 has brought profound and unexpected changes to every aspect of life—the deadliest pandemic in a century, Great Depression levels of unemployment and economic strife, global protests for racial justice, the rise of authoritarianism in democratic nations, and the dire circumstances of increasing climate change. We're in a new world, one in which the fundamental foundations that organizations have stood upon for years are transforming before our eyes.

For 2021, IFTF Vantage is dedicating its research toward helping foresight professionals inside organizations understand and better prepare for what happens next.

Our research will focus on three critical questions:

How can organizations anticipate and shape the new foundations of the emerging operational environment?

To help you position your organization's strategic efforts within this extreme and ever-shifting landscape, we will map social innovations and technological enablers across a set of foundational challenges.

How can organizations adapt to a destabilized climate by building a green economy?

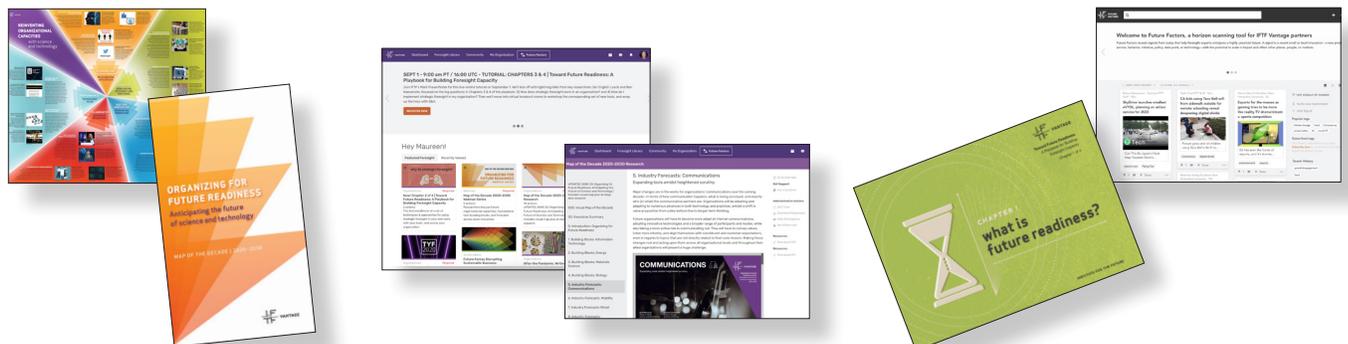
Our map of the decade will deconstruct climate change into a series of critical challenges and look across a set of industries—including food, health, communications, manufacturing, and retail—to identify and forecast emerging opportunities to respond, adapt, and build “climate positive” organizations.

How can organizations use new foresight tools and approaches to turn optimistic visions into pragmatic actions?

We will continue to build out and share IFTF Vantage's Toward Future Readiness: A Playbook for Building Foresight Capacity by adding new foresight tools, techniques, and practical approaches for:

- › Developing and engaging with **optimistic futures**.
- › Shaping your longer-range planning efforts with **backcasting**.
- › Managing **complex interconnected transitions** using transition design, an emerging field that brings together techniques from foresight, design, and systems thinking.

We'll explore these three critical questions and more throughout the year via a series of collaborative exchanges, deep-dive reports, and our annual interactive Ten-Year Forecast 2021 Summit.



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

IFTF Vantage prepares organizations to navigate the future. Using powerful tools, expertly curated foresight research, and a steady flow of topical content, this 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 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 38 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.

Map of the Decade: Emerging Climate Opportunities 2031

Adapt and build a “climate positive” organization.

IFTF's 2021 *Map of the Decade* will highlight a range of industries and sectors to provide a comprehensive view of emerging opportunities for building “climate positive” organizations in the next ten years.

Best Practices for Future Ready Organizations

Make your organization stronger and more resilient.

This comprehensive view of the best practices of leading future-ready organizations includes interviews with global foresight leaders and a practical set of applied models and frameworks—such as optimistic futures, backcasting, transition, and design futures—to help link your organization's long-term view with metrics of success.

New Foundations of the Operational Environment

Position your strategic efforts within a changing landscape.

A new visual tool plus companion report maps social innovations and technological enablers across a set of foundational challenges: evidence, collaboration, belonging, ownership, security, and meaning.

IFTF Vantage Point: Cutting-Edge Strategic Foresight

Leverage current research, foresight, and community collaboration.

With prioritized, year-round access to exclusive, frequently-updated futures intelligence and insights via our partner-only online community, IFTF Vantage partners enjoy a collaborative, comprehensive view of future forces directly affecting their organizations.

IFTF Future Factors: Emerging Signals Platform

Signals-driven planning and a powerful network.

This new, partner-only offering combines a rich trove of real-time signals-scanning with a moderated futures thinking community to help you navigate market volatility and develop world-ready strategies.

IFTF Foresight Guide

Enjoy the attention of an 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 Releases

Get a jump on 2031 with access to current research and forecasts.

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 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:

John Clamme | jclamme@iftf.org | 650.233.9566

Sean Ness | sness@iftf.org | 650.233.9517

iftf.org/vantage

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