

How will you steer your organization into the future?

The world is changing quickly. Seismic shifts in technology, commerce, education, and health mean what passes for “normal” today may soon be obsolete. An organization’s ability to anticipate the future—and direct it—is essential. **Institute for the Future can help.**



IFTF Custom Foresight Training is a one-of-a-kind tailored course that teaches skills in the art and science of foresight.

IFTF’s Custom Foresight Training is designed to teach teams the tools and techniques necessary to intuit change, communicate vision, build capacity, and lead organizations more confidently into the future. The customizable course trains participants to:

- › **Build** a “foresight mindset” to see what the future may hold
- › **Identify and analyze** signals and drivers of change
- › **Empower** your organization with strategic foresight

This course will teach you to:

- Filter** information to determine its usefulness
- Transform** urgent foresight into actionable insights
- Develop** your own future-making experiments that lead to transformative possibilities
- Navigate** volatile times with proven tools and methodologies

Why IFTF?

Based in Palo Alto, California, Institute for the Future (IFTF) is the world’s leading futures-thinking organization. For more than 50 years, IFTF has provided global forecasts, custom research, and foresight training for businesses, governments, and social impact organizations seeking to develop world-ready strategies and navigate global change.

IFTF's Foresight Training is ideal for individuals and teams committed to creating transformative possibilities for their enterprise.

Learn to...

Quickly identify and evaluate emerging threats and opportunities

Intuit and analyze signals of rapid change to create actionable forecasts

Cultivate essential new skillsets and a visionary mindset

Incorporate IFTF's Prepare-Foresight-Insight-Action framework into your foresight strategy

Disrupt "short-termism"

Take control of your collective future

Why does your organization need foresight?

Tailored to fit your needs, the IFTF Custom Foresight Training delivers a series of integrated lessons framed around the powerful curriculum of Prepare-Foresight-Insight-Action. Developed by IFTF, this framework provides a systematic approach to anticipating and analyzing foreseeable patterns that affect change. The IFTF Custom Foresight Training offers a practical immersion into the methodologies and tools that can help your organization understand what futures are possible, how to shape them, and how to seize new opportunities when they appear.

Why learn "futures thinking"?



IFTF Custom Foresight Training prepares leaders to better guide their organizations into the future. It also:

- › **Creates** more future-focused strategic planning
- › **Builds** a learning organization
- › **Sparks** innovation where and when it's needed
- › **Provides** the foresight to spark critical insights that turn into action today
- › **Captures** new opportunities as soon as they arise



Indelible learning experiences. Cutting-edge futures-thinking tools.

Session Options

Half-day / One-day session

Every version of IFTF Custom Foresight Training can be tailored specifically for any organization. The half-day session provides an overview of foresight strategy and the basic signals-spotting process. A customized one-day session introduces Foresight Fundamentals and focuses on one key area of the Prepare-Foresight-Insight-Action framework based on strategic needs.

Two-day session

The two-day training includes the entire Prepare-Foresight-Insight-Action curriculum, including hands-on practice with Insight Tools; an introduction to Action Tools that make the future relevant today; and a personal or team action plan for applying new learning to a current project.

Three-day session

This option begins on Day One with Foresight Fundamentals; then presents Signals and Drivers of Change, relevant futures content, Insight Tools, and forecast drafting. Day Two focuses on creating future forecasts and the use of Insight Tools to reveal possible impact. Day Three features practice with Action Tools and the creation of a personal or team plan to integrate the previous materials.

“ My experience at the IFTF Foresight training was transformational. IFTF provided a rigorous, structured-yet-streamlined and easy-to-use toolkit that helped tackle those challenging and strategic problems that seem impossible to crack.

—Project Engineer, Aerospace Industry

Turn urgent foresight into actionable insight. Create your own sustainable future.

More than 100 of the world's leading organizations have enrolled their managers, teams, and executives in IFTF's Foresight Training, including:



“ The three days pushed us to expand our creative boundaries and flex our brain cells. It was inspiring to be around such insightful experts, and I left feeling intellectually rich and eager to apply what I learned.

—Assistant Professor, University of Wisconsin-Stout

custom foresight trainings

For information about using IFTF materials in organizational or large-scale educational settings, or to learn about IFTF's custom curricula options, please contact:

Daria Lamb | dlamb@iff.org | 650.233.9555

For more info: iff.org/foresightessentials

IFTF FORESIGHT ESSENTIALS

Institute for the Future (IFTF) is the world's leading futures organization. Its training program, IFTF Foresight Essentials, was a comprehensive portfolio of strategic foresight training tools based upon 50 years of IFTF best practices. IFTF Foresight Essentials cultivate the mindset and skillsets that enable individuals and organizations to foresee future forces, identify emerging imperatives, and develop world-ready strategies. To learn more about how IFTF Foresight Essentials are uniquely customizable for businesses, government agencies, and social impact organizations, visit iff.org/foresightessentials.