



SERVICE DESCRIPTION



Futurecasting

Create your desired outcomes

BENEFITS

Futurecasting enables alignment across your entire organization, putting you on course for optimal outcomes by:

- ☒ Identifying how best to invest your time and resources
- ☒ Creating the foundation for a roadmap
- ☒ Identifying potential partnerships and investments
- ☒ Identifying potential future competitors
- ☒ Helping define areas of focus for human benefit

CONTACTUS

For more information, contact us at:



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OVERVIEW

Futurecasting lets your organization or strategic team discover roadblocks before they happen. It helps you create an informed strategy to better know where to invest your time, money, and talent to create future products and services that will engage and delight people and deliver a positive impact for you and your investors. A variety of factors—evolving technologies, changing regulations, economic fluctuations, and so on—can potentially impact your business. By identifying these areas and where they coincide on a timeline, you can target where to invest your resources to put you on the path to better outcomes.

APPROACH

When futurecasting, we examine the trajectories of critical domains such as technology, public policy, science, economics, and any other factors that meaningfully impact the future of your organization.

In a typical futurecasting process, we:

- 1 Determine how far in the future you need to look
- 2 Define critical areas that will impact your desired outcomes
- 3 Recruit subject matter experts (SMEs), both internal and external, to share their thoughts
- 4 Facilitate discussion and debate at all levels
- 5 Build story around the future you want
- 6 Create a timeline that indicates when business-critical events can be leveraged
- 7 Build the strategy to succeed
- 8 Prepare and present the final report