



activate your future



prescient

ACTIVATE THE FUTURE



Capitalize on **changing conditions**

Plan successfully in an uncertain environment

Create the **organization of the future**

200%
higher market
capitalization
growth

33%
more
profitable

How business gets done and the wider world are changing in dramatic and disruptive ways. Shifts in technology, the natural environment, geopolitics and culture are converging, making planning for the future a complex task.

Executives agree: In response to a 2017 Deloitte survey of 10,000 executives in 140 countries, 88% reported that building the organization is their greatest challenge. But only 11% felt they had the skills to do it.

Strategic Foresight can help develop those skills. According to a recent longitudinal study of 83 multinational firms across sectors, those that systematically incorporated foresight into their planning were 33% more profitable and had a 200% higher market capitalization growth than the sample average.

source: Deloitte Global Human Capital Trends Report, "Rewriting the Rules of the Digital Age," 2017

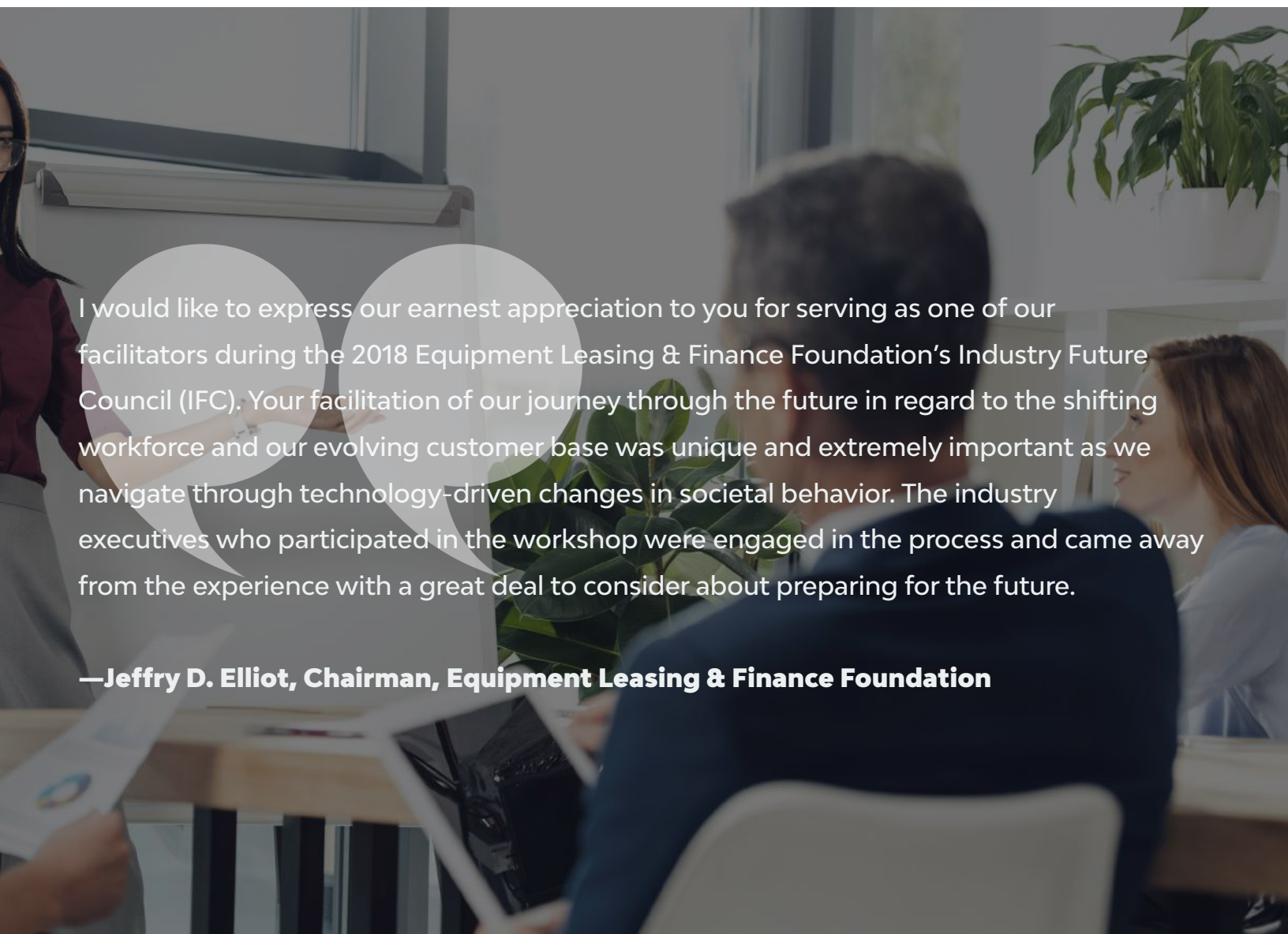
source: René Rohrbeck and Menes Etingue Kum, "Corporate Foresight and its Impact on Firm Performance: A Longitudinal Analysis," Technological Forecasting and Social Change, Vol 129, April 2018

services

Workshops and Strategy Retreats

Strategy retreats provide your team the opportunity to focus on relevant drivers of change in your industry, and to set a strategic course that leverages change for future success.

- **Prepare for growth and new market entry**
- **Offset disruption and find new routes to success**
- **Generate alternative courses of action**



I would like to express our earnest appreciation to you for serving as one of our facilitators during the 2018 Equipment Leasing & Finance Foundation's Industry Future Council (IFC). Your facilitation of our journey through the future in regard to the shifting workforce and our evolving customer base was unique and extremely important as we navigate through technology-driven changes in societal behavior. The industry executives who participated in the workshop were engaged in the process and came away from the experience with a great deal to consider about preparing for the future.

—Jeffry D. Elliot, Chairman, Equipment Leasing & Finance Foundation



I definitely recommend that others attend this seminar! It awakened me to global trends that I was not aware of but which are impacting my industry and ultimately, me. They are also—or could be—affecting my future and career.

It's easy to fall into the deception of thinking the world in which we are working and acting in is all there is. We can shrink the world to a level where we are so comfortable that we become complacent, and fail to stay abreast of what's happening at more macro (global) levels. **The seminar** gave me the chance to get out of my own bubble and think about the world in a different, more global and holistic way. I gained a new awareness and appreciation for what is going on around me.

- Amy R., Senior Manager, United States Federal Government

Executive Education & Capacity Building

Become a future-focused firm by building resident knowledge and skills in your workforce through onsite or virtual courses. Participants are empowered to:

- **Identify critical trends shaping global conditions**
- **Scan systematically for emergent change in your organization**
- **Lead others through change and uncertainty**

Keynotes

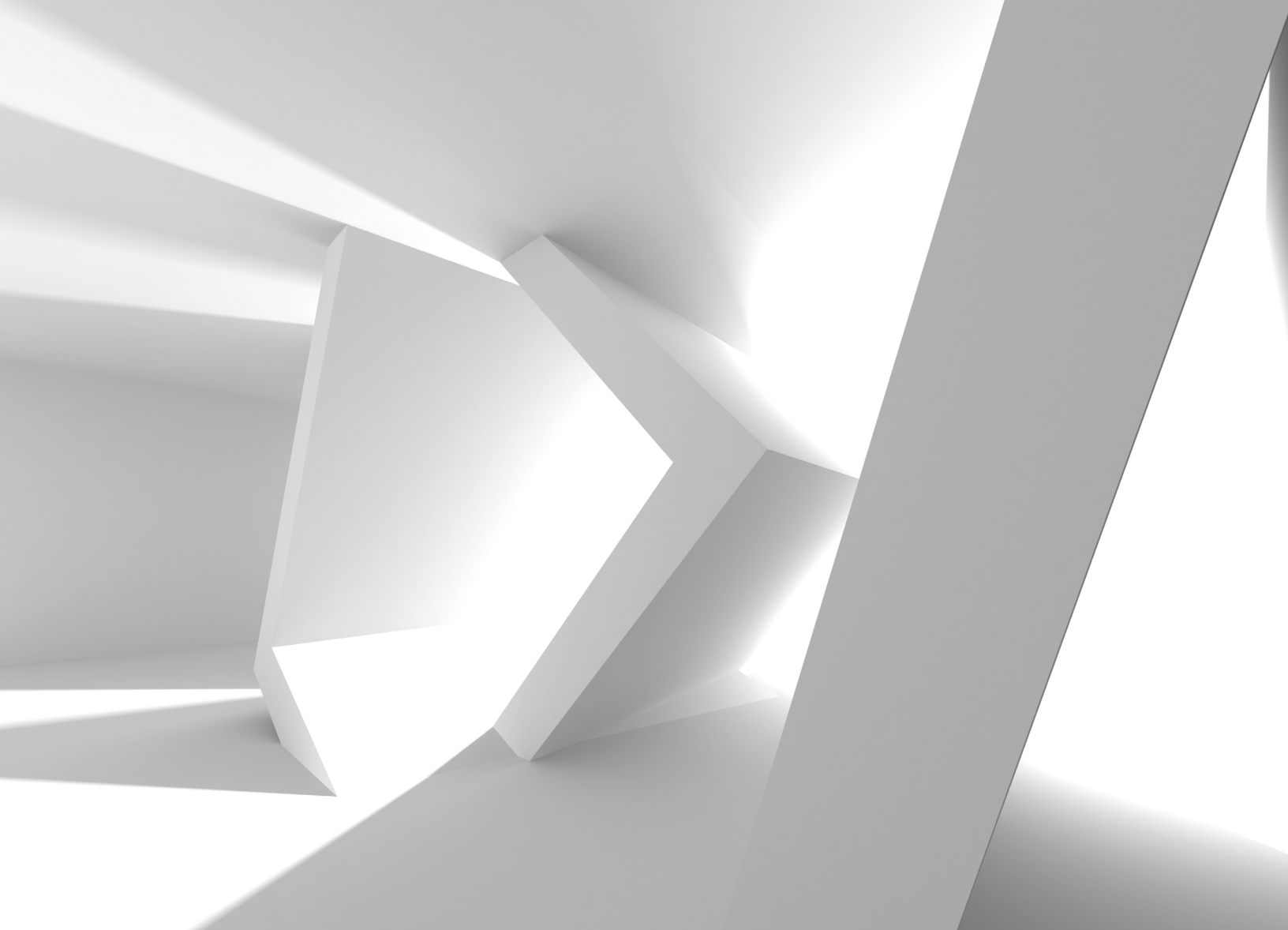
Introduce your audience to paradigm-breaking trends emerging in the market, society and the world with customized insights presented by Prescient founder, Dr. Amy Zalman



“When we met, Amy asked good questions and was immediately ready to suggest ideas about what she might cover in her keynote based on her understanding of the event and our audience. She was also very open to feedback and sensitive to our goals from the event. She took care to tailor the themes and examples in her keynote to set up the rest of the presentations throughout the day, which helped the program feel cohesive.

Attendees appreciated the opportunity to think extremely “big picture” about their environment and the future, they experienced the rest of the program as a natural progression out of Amy’s opening keynote, and I saw multiple people seek her out to continue the discussion during the break following her talk, so her ideas clearly piqued their interest! I would definitely recommend working with Amy.”

-Anna Ehler, Senior Marketing Manager, John Wiley & Sons, Inc.



about

Prescient was founded in 2017 to help people anticipate the impacts of global trends so they can mobilize new opportunities, stay ahead of the competition, and avoid surprise. Based in Washington DC, Prescient's clients include Fortune 500 firms, growing firms, federal agencies, military organizations and industry associations.

Prescient was founded by global futurist, Amy Zalman, Ph.D. Amy has over a decade of experience helping organizations to accelerate change and stay on the vanguard of emerging global realities.

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