



“Courageous and loving strategic societal leadership”

- Mission** *To prepare you for unfamiliar futures – futures that, if unseen and unanticipated, will blind-side and run over you. We have developed the next generation of strategic foresight. We use it to stretch your imagination, heart and mind. The objective is to enable you to make reliable sense of the past, the present and the emerging future. The new perspectives you develop and digest will enable you to envision, think through and co-create a more deeply satisfying future. Lest this sound simple, we warn you that this is challenging work. But, then, surviving in a time of cultural crisis, confusion and transformation has never been easy. If this makes sense to you, you will want to speak with us. Contact Ruben Nelson.*
- In Sum** **We are visionaries and strategic thinkers.** We enable those with whom we work to explore, make sense of and respond strategically to the turmoil of change. We see beyond the wicked problems of the Industrial Age to paths that are truly aligned with the emerging requirements of the 21st Century; to a culture that is wise, sustainable, secure, prosperous, inclusive, reasonable and deeply humane.
- Strengths** **We are a unique, research-based group** who are earning a global reputation as pioneers of the next generation of futures research, strategic foresight, strategic planning and strategic policy. We have a world-wide network of colleagues and Fellows. Together, we have a good grasp on the evolution of our modern Industrial economy and society into a truly new and co-creative form of civilization.
- Specialties** **Futures Research, Strategic Foresight, Strategic Planning and Strategic Policy** including Project Design, Facilitation of Strategic Conversations, Board Briefings, Citizen and Community Engagement, Scenario Creation, Systems Mapping, Information Murals, Keynote Presentations, Training Workshops.
- Divisions** **Practice:** *As practitioners,* we are Canada’s most-experienced full-service strategic foresight organization; a new constellation of Canada’s most able futures researchers and strategic foresight practitioners. We teach, coach, nurture and encourage strategic foresight and its embodiment in strategy and practice. We also design and manage a wide range of strategic, futures-oriented projects. We are a group to whom other professionals turn to for advice.
- Community Support:** *As colleagues,* we are servant leaders of the Canadian and global futures and foresight community. Foresight professionals and users of foresight in Canada are knit together in a Canadian network for strategic foresight. We offer public and in-house foresight training workshops and an occasional International Conference on Strategic Foresight.
- Research:** *As futures researchers,* we develop reliable understandings of (a) the many dimensions, drivers, dynamics, depths and implications of long-term societal and civilizational change, evolution and transformation, and (b) the next generation of strategic foresight – foresight 2.0.
- Clients** We work with organizations of all sizes in every sector of society and the economy.
- Legal Status** Founded 2002. Incorporated November 13, 2006, as a Not-for-Profit Canadian corporation. Industry Canada # 438905-1. CRA GST # 82753 5923 RT0001
- Head Office** Calgary, Alberta, Canada
- Litany** **Why the 21st Century change requires Strategic Foresight 2.0**
- Your foresight shapes your leadership
Your leadership creates your culture
Your culture determines your actions
Your actions drives your performance
Your performance shapes your future**

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