

Evolve.



Create.



Aspire.



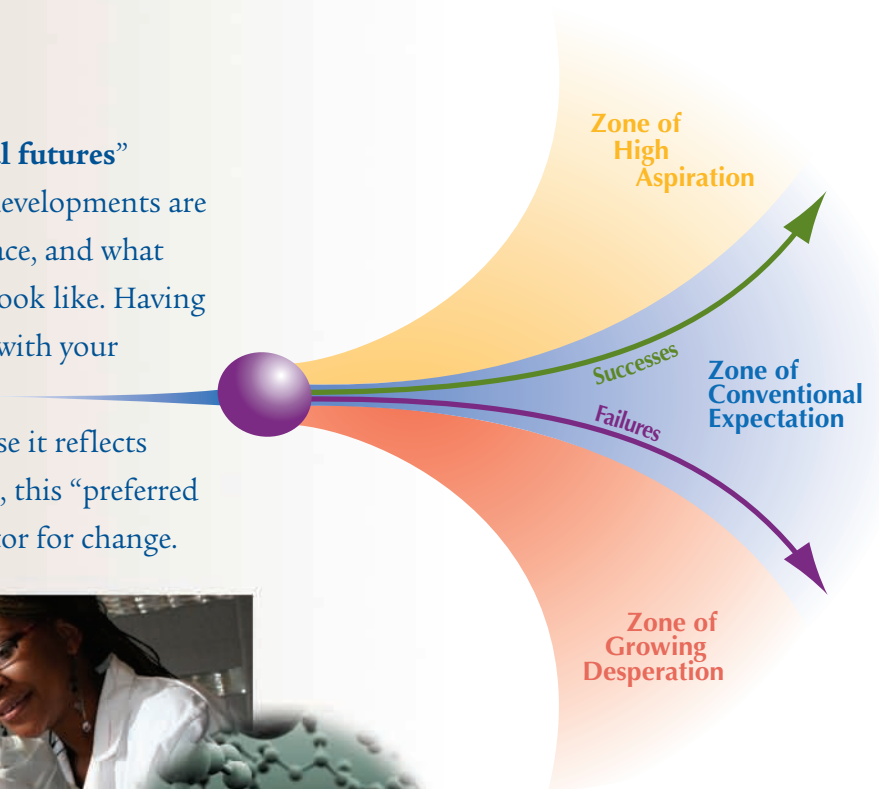
Explore.





● **Explore.** IAF can help you see around the corners and remove the barriers that may be limiting your understanding of the future. Our environmental scans highlight trends in other fields that could be significant for your products or services. Our scenarios identify multiple paths into the future that could have profound implications for your strategy and operations. Our focused research can put the decisions you are making today in the context of long-term change.

● **Aspire.** IAF's unique “**aspirational futures**” approach helps you understand what developments are most likely, what challenges you may face, and what success or a visionary outcome would look like. Having explored these possibilities, IAF works with your organization to better choose and create the future you prefer. Because it reflects your organization's highest aspirations, this “preferred future” can become a powerful motivator for change.



● **Create.** Creating the future requires a vision that resonates down through your strategy, operations, and tactics. A worthy vision unites members within your organization and speaks powerfully to external partners. IAF can help you strengthen internal and external relationships through shared vision development, strategic planning, and a collaborative exploration that also helps individuals develop their own foresight capabilities.



● **Evolve.** In many industries and settings, traditional business models are failing and standing assumptions no longer apply. Yet while the future is inherently uncertain, what to do to create a better future is much less so. Many organizations will need to develop new business models, raise their value proposition, and evolve to meet the changing times.



The Institute for Alternative Futures is a nonprofit research and educational organization founded in 1977. We help organizations monitor trends, explore future possibilities, and create the futures they prefer. We have worked with governments (cities, states, federal and international agencies) and nonprofit organizations, including some of the largest in the U.S. We have expertise in the fields of health care, governance, education, knowledge work and the environment and we've worked extensively with leading corporations through our for-profit subsidiary, Alternative Futures Associates. IAF draws on a robust selection of futures methodologies, including environmental scans, forecasts, scenarios, visioning and its own "aspirational futures" approach.

To learn how we can help your organization learn from its future, call us at **703.684.5880** or e-mail us at **futurist@altfutures.com**.

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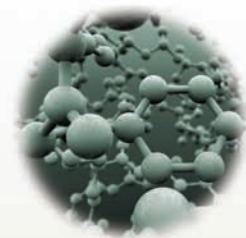
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