

FUTUREPROOFING NEXT

the future beyond innovation

SEAN MOFFITT - ANDREA KATES

HIGHLIGHTS 2020/21 BOOK LAUNCH

FUTUREPROOFING : NEXT

The Future Beyond Innovation

INDEX OF HIGHLIGHTS



THE BOOK - AUDITS - AWARDS - COLABS - COMMUNITY - FUTUREGUIDING - IMMERSIONS - KEYNOTES - SPRINTS - TRAINING - THE VAULT - WEBCASTS - WORKSHOPS

Times change, so should your thinking. Introducing the playbook for change, growth and innovation in the 2020s.

We set about to make a different type of argument on how organizations from fifty-to -five million people can change, grow & innovate. We didn't want to explain phenomena, or pontificate, we wanted to actually help.

The world clearly does not need another innovation book (there are over 60,000 of them!). What it does need is a new, better avenue to grow, succeed and win. We think we've created it with Futureproofing : Next™.

Our audience is leaders & change agents who need to see the future with greater clarity + confidence about what's possible. We might have expected too much from traditional innovation, so we curated a new route to growth & impact. You will learn what Futureproofing, Innovation++ & Nexting is all about.

Post-pandemic, reimagining and leading your company to a better, bigger, bolder and simpler future has never been more important. Let's do it now!

We've summarized the core messages of our book into the following four themes:

- Painting The Future Beyond Innovation
- A Practitioner's Playbook for Change
- A Field Guide & Roadmap for What Actually Works
- Innovation++ You Can Take to the Bank

Sean Moffitt + Andrea Kates have teamed up to offer three ways to participate professionally and personally in futureproofing, and the next wave of change, through their ground-breaking book launch.

We'd value a chance to launch our movement and book, with you and your company.



Sean Moffitt

Sean Moffitt is on a mission to quicken the cycle time and increase the success rates of emerging opportunities for corporate-sized impact. As a former Fortune 500 executive, CMO and four time startup founder, Sean bridges large, scaling and entrepreneurial culture & company gaps.

The Five-Tool Innovation++ Champion



Andrea Kates

Andrea Kates is a global corporate transformation specialist, tech startup CEO, and expert in "business innovation you can take to the bank". She has worked on more than 200 corporate growth initiatives that have moved companies beyond innovation toward Futureproofing.

The Cross-Industry Revenue Accelerator

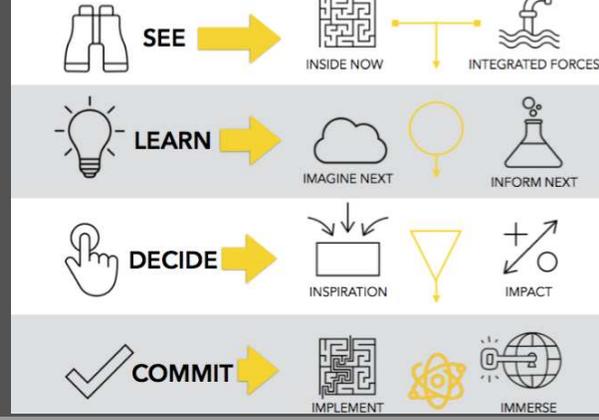
Learn more : hello@futureproofingnext.com

Four simple steps : See - Learn - Decide - Commit

FUTUREPROOFING : NEXT

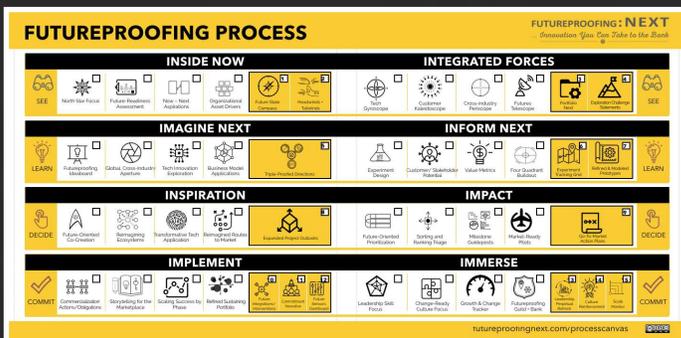
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A set of change practitioner's assets, all under one umbrella.

4 SIMPLE STEPS SEE, LEARN, DECIDE, COMMIT	OVERCOMES THE 5 BIGGEST INTERNAL BARRIERS	DEEPENED FOCUS ON THE 6 "SEEING" SCOPES	15 ADDITIONAL WAYS TO PARTICIPATE BEYOND THE BOOK
16 CORPORATE INNOVATION ARCHETYPES	17 NEW-TO -THIS- WORLD CANVASES	SUPPORTED BY 25 FORESIGHT STUDIES	36+ PRACTITIONER'S TOOLS
40+ CHANGE & INNOVATION LANDSCAPES	CURATED FROM 50+ SCHOOLS OF CHANGE	RANKING 52 BUSINESS MODELS OF THE FUTURE	INCLUDING 88 TRIGGERS—LINES OF ENQUIRY
132 NEW TERMS IN YOUR CHANGEMAKERS' LEXICON	242 DESIGN- FRIENDLY PAGES	EVIDENCE FROM 250 LEADING COMPANIES	PROOFED BY 13,000 TEAMS



Start your future now: hello@futureproofingnext.com

Your involvement, three levels, customized for you.

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A MANIFESTO

for a future and world beyond Innovation

A FIELD GUIDE

for what actually works in the marketplace, with research to prove it



An overall approach, canvases, tools and landscapes that get leaders to next

Role models, profiles, case studies, further resources & collaborations that help change agents

A PLAYBOOK

A RESOURCE BANK



FUTUREPROOFING
@:NEXT

We've made it simple. Three participation options for your professional & personal involvement.

PROFESSIONAL/
COMPANY-LEVEL:

**PLATINUM
SPONSOR**

Tour, multiple online events and/or keynotes, delivered collaboratively.

Intimate and customized executive briefing.

Title sponsorship on a F:N supporting property and name recognition on F:N web content

**GOLD
PARTNER**

One-to-four exclusive training or workshop events.

Options for quarterly executive briefings.

Supporting sponsorship on a F:N property and name recognition on F:N web content.

**SILVER
ADVOCATE**

One keynote event.

Options for full book coverage of specific deep dive by step or topic.

Secondary sponsorship on a F:N supporting property.

PERSONAL/
INDIVIDUAL-
LEVEL:

**BECOME A
FN 66
CHAMPION**

**COLLABORATE
ON A
FORESIGHT
VENTURE**

**JOIN OUR
FUTUREPROOFING
AWARDS JURY**



*Stage Gate/
Waterfall 1958*



*SWOT Analysis
1969*



*Five Forces
1979*



*Six Sigma
Early 80s*



*Benchmarking
1989*



*Design Thinking
1999*



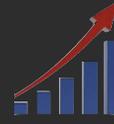
*Agile
Early 2000s*



*Blue Ocean
Late 2000s*



*Lean Start Up
Early 2010s*



*Blitzscaling
Late 2010s*



*Futureproofing : Next
The 2020s*

Connect with us: hello@futureproofingnext.com

THE FUTURE BEYOND INNOVATION LAUNCHES SEPT 29TH, 2020



THE BOOK ITSELF

Our 244 page design-friendly page turner is aimed to sit on every changemaker's book shelf but also be the dog-eared, must-refer-to playbook on the corner of every executive's desk.

THE 2021 FUTUREPROOFING AWARDS

Recognizing the best future-ready companies, known leaders & little-known discoveries from around the world in fifteen different categories.

FUTUREPROOFING U TRAINING AND X MASTERCLASSES

A high level, online training curriculum, community and masterclass geared for CxOs and innovation practitioners.

THE FUTUREPROOFING LIBRARY

Assets and videos supporting our canvases & tools, research & landscapes, lists and rankings, headlines & network, stats & quotes.

F:N FORESIGHT VENTURES

Our continuing global series of intelligence and getting ahead of the future focused on innovation++, AI, the future of work and other topics.

INTERACTIVE ACTIVITY CARDS

Extensions to our book focused on the 52 Leading Business Models of the Future, 88 Triggers Lines of Innovation++ Inquiry and the 16 Corporate Innovation Archetypes.

GLOBAL BOOK LAUNCH SERIES

A rotating monthly webcast launch event collection convening executives, leaders & change agents in 12 different regions of the world.

THE FN66 NETWORK & EXTENDED COMMUNITY

Our guild of seasoned innovation & change champions and community of thousands of interested advocates and converts.

THE FUTUREPROOFING CAFE (NOT A BOOK GROUP)

Don't just READ it, let's DO new things. Small intimate meetups, interactive videos, and engagement and office hours with F:N's authors Andrea Kates & Sean Moffitt.

FUTUREPROOFING NOW

Our continuing 2X monthly webcast covering the most relevant topics, with the most interesting people in novel web-friendly formats.

Get unstuck and past the status quo:
hello@futureproofingnext.com