

# FUTUREPROOFING:NEXT

## THE FUTURE BEYOND INNOVATION

PARTICIPATE IN OUR BOOK ROLLOUT:  
- PLATINUM, GOLD & SILVER LEVEL OPPORTUNITIES

BY ANDREA KATES & SEAN MOFFITT

*Founders behind & Authors of - Futureproofing : Next*

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

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FUTUREPROOFING  
:NEXT

# WAYS TO GET INVOLVED IN FUTUREPROOFING : NEXT'S GROUNDBREAKING EFFORT

## BOOK TOUR (SELECT PLATINUM SPONSOR POSITIONS)

Let's do something special together - get us involved in a series of events with your teams, customers, or stakeholders.

## WORKSHOPS/TRAINING (GOLD PARTNER ENGAGEMENTS)

Go deeper across multiple 1/2 day interactive sessions with your business, change project and venture teams.

## EXECUTIVE BRIEFINGS (GOLD PARTNER FORESIGHTS)

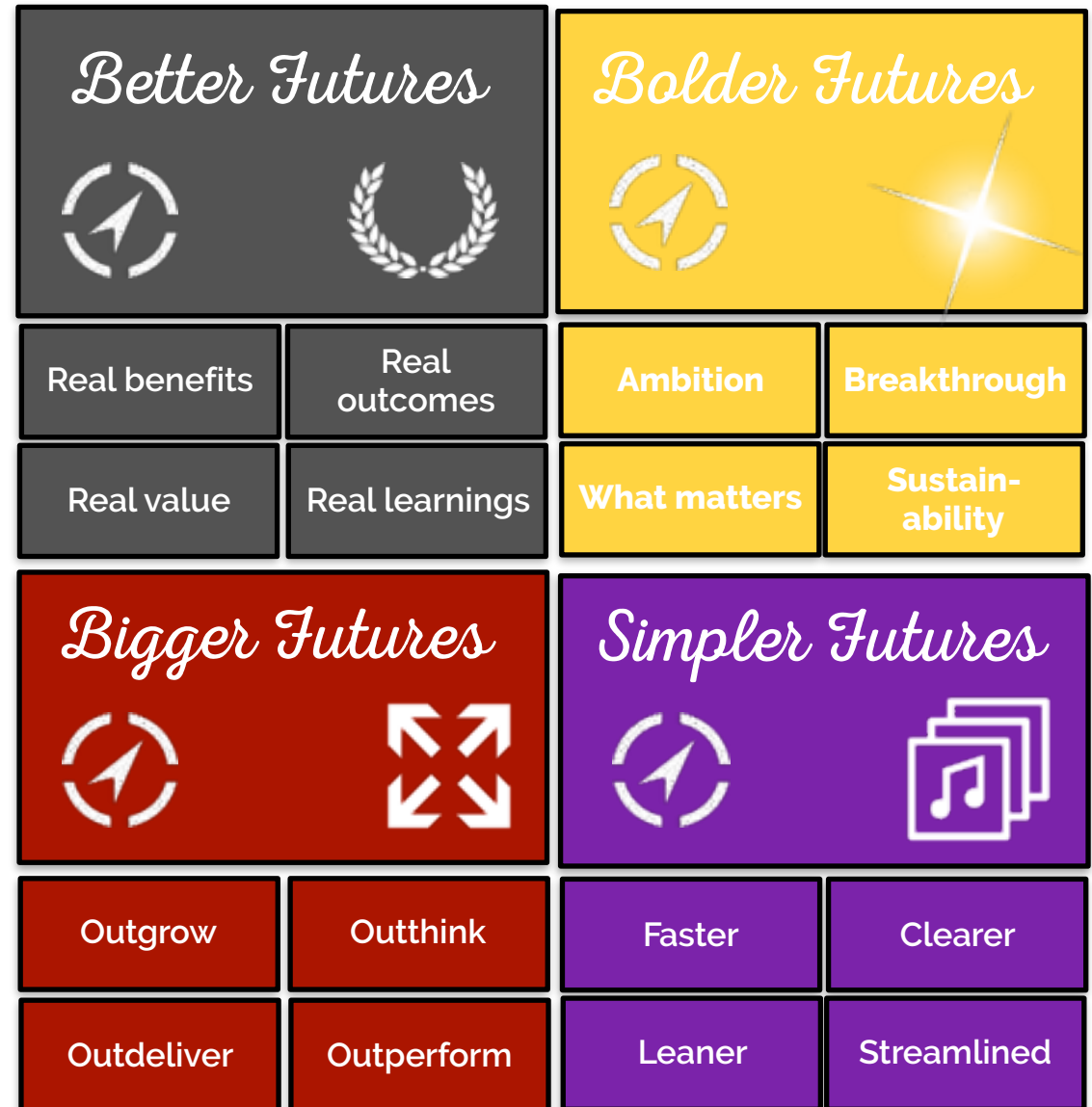
Get essential, customized, fresh and corporate-proofed fuel for your strategic and board-level change & innovation agendas.

## KEYNOTES (OVERALL & SPECIFIC SILVER ADVOCATE ENGAGEMENTS)

Find out the formula to change, growth & winning in a fast moving, post-pandemic society, marketplace & techno-sphere.



[www.futureproofingnext.com](http://www.futureproofingnext.com)



# IT'S SIMPLE. SOLUTIONS FOR EVERY LEVEL.

## PLATINUM SPONSOR

Multiple online events and/or keynotes, delivered collaboratively.

Intimate and customized calendar of executive briefings.

Prominent recognition across global online webcast series, media and video.

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

Collaborative co-involvement on future F:N foresight ventures.

Customization of content and/or research to fit sponsor interests.

50% off book selling price for orders over 200 copies.

Partner with Futureproofing ; Next on the global event rollout of their book.

Consider an annual sponsorship of our foresight ventures, Futureproofing Awards and webcast series.

## GOLD PARTNER

**WORKSHOPS/TRAINING**

**EXECUTIVE BRIEFINGS**

One-to-four exclusive events.

Options for multiple 1/2 day workshops, training events or quarterly executive briefings.

Branding/mentions across global online webcast series media and video.

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

Participation on a future F:N foresight venture.

30% off book selling price for orders over 100 copies.

Choose off of our list 12 different workshops and 30 facets of our training curriculum.

Get credible rallying points for change & progress amongst your boards and executive, with freshly updated and evidence-based intelligence.

## SILVER ADVOCATE

One keynote event.

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

Mentions across global online webcast series media and video.

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

Access to results on a future F:N foresight venture.

15% off book selling price for orders over 50 copies.

Build in value-adds that increase the customization for your key audiences.

**BOOK EARLY**

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# INCREDIBLE BENEFITS, TANGIBLE VALUE, PRICING BY LEVEL \*\*

## PLATINUM SPONSOR

\$\$\$\$-\$\$\$\$\$\$ package of benefits for staff, customers, prospects and partners. Bring together a combination of the freshest intelligence & properties.

## GOLD PARTNER

\$\$-\$\$\$ world class customized engagements to get your company, board, executive or teams envisioning a better future and actually getting to next.

## SILVER ADVOCATE\*

\$-\$\$ unparalleled substance and performance on the most relevant topics your company & audiences care the most about; always with now, near & next steps.

**\* EARLY BIRD OFFER - BOOK BEFORE OCTOBER 1ST, 2020 AND RECEIVE 1/2 OFF**

**\*\* NOT-FOR-PROFIT AND LEARNING INSTITUTION SPECIAL RATES / ADDED VALUE WITH OUR SUPPORTING INITIATIVES**



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"We need to innovate & scale better"

**F:N's FUTUREPROOFING/  
INNOVATION++**

**F:N's TREND/  
FUTURE OF**

"We need to see the future & what's next more clearly"

"We need to make change organization-wide"

**F:N's CHANGE/  
TRANSFORMATION**

**F:N's GROWTH/BRAND/  
CUSTOMER/**

"We need to get closer to our customers"

"We need to become digital-first"

**F:N's TECHNOLOGY/  
DIGITAL**

**F:N's CULTURE/  
LEADERSHIP/TALENT**

"We need to build/fix our culture & upskill"

*Don't miss this unique opportunity to open your eyes, expand your minds, roll up your sleeves and reimagine your future.*



To book contact dates and times:  
[mandy@futureproofingnext.com](mailto:mandy@futureproofingnext.com)

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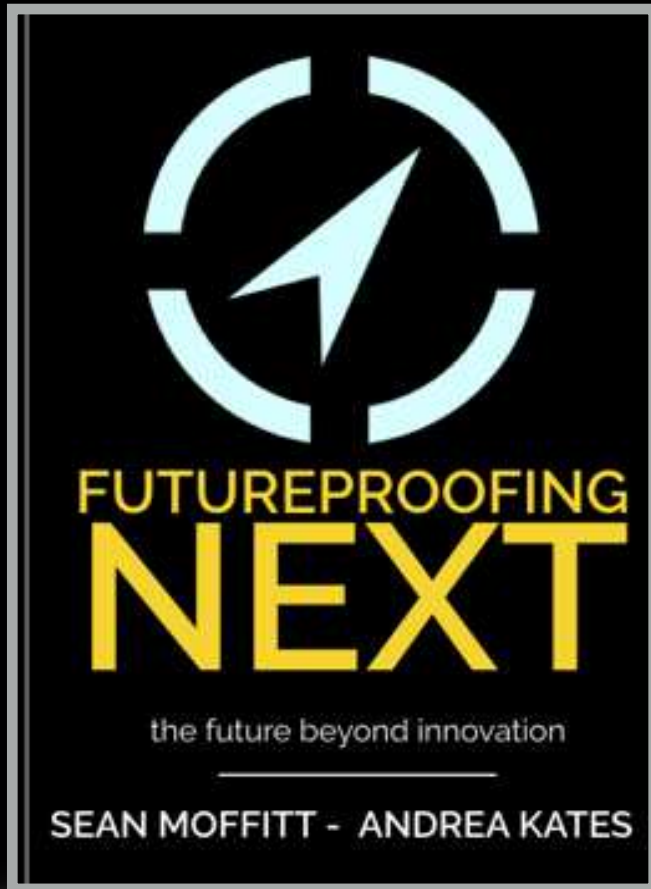
**THE FUTURE BEYOND INNOVATION**

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**FUTUREPROOFING**  
 **:NEXT** 



THOUSANDS OF HOURS, HUNDREDS OF INTERVIEWS, TENS OF TOOLS –  
**FUTUREPROOFING : NEXT – THE BOOK**



**A MANIFESTO**

for a future and world beyond Innovation

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

**A PLAYBOOK**

**A FIELD GUIDE**  
for what actually works in the marketplace, with research to prove it

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

**A RESOURCE BANK**



**Launch Date : September 29, 2020**

Enquire on bulk ordering rates:  
[mandy@futureproofingnext.com](mailto:mandy@futureproofingnext.com)

**THE FUTURE BEYOND INNOVATION**

FUTUREPROOFING  
**:NEXT** 

# ABOUT **FUTUREPROOFING : NEXT**

## THE FUTURE BEYOND INNOVATION

Futureproofing : Next™ is not just another innovation book (there are 60,000 of them already). We set about to construct a different type of argument on how organizations from one hundred-to-five million people can change, grow and win. For these organizations, we didn't want to explain phenomena, we wanted to actually help.

Our book identifies what the best companies are doing in real marketplace settings in addition to where the most future-savvy firms are pivoting to next. We've reflected these learnings back in our book with case studies, profiles, research and a suite of best practices and new tools, all under one umbrella.

Futureproofing : Next is not wishful thinking, or academic query, but instead evidence-based insight combined with smart future foresight and assets.

### Our proof?:

- We have codified a change process & tools used by **13,000 teams** around the world
- We have studied the leading practices of over **250 global best companies**
- We have supported our approach with the results of **25 foresight studies**

### Key Elements:

- A comprehensive yet simple "**See, Learn, Decide. Commit**" change architecture
- **17 Canvases** guiding strategy, mapping the essentials and aligning leadership
- **36+ Tools** to ideate, codify, align and bring to life breakthroughs
- Case studies, profiles, exercises, research, landscapes and rankings
- A suite of online resources to support the book's contents
- **More than 15 opportunities to participate** in our movement beyond the confines of the book

## CHAPTER OUTLINE

### CHAPTER 1 : THE FUTURE BEYOND INNOVATION

RIP Status Quo, Reframing Innovation, Future Hope & Practical Help

### CHAPTER 2 : GETTING STARTED

The Pin Just Dropped, What Now?

### CHAPTER 3 : SEE – INSIDE NOW

A Candid Look in the Mirror

### CHAPTER 4 : SEE – INTEGRATED FORCES

Tapping the Customer Cross-Industry Tech & Future Scopes

### CHAPTER 5 : LEARN – IMAGINE NEXT

Find Your Innovation++ Game, Better Ideas, Triple-distilled

### CHAPTER 6 : LEARN – INFORM NEXT

Not Just Wishful Thinking but Experiments & Rigor

### CHAPTER 7 : DECIDE – INSPIRE

Go Beyond Ideas, Products & Services

### CHAPTER 8 : DECIDE – IMPACT

Getting Real –Taking Innovation Out of its Test Tube

### CHAPTER 9 : COMMIT – IMPLEMENT

Commercialize, Scale & Get To Next

### CHAPTER 10 : COMMIT – IMMERSE

Entrench Futureproofing & Innovation++ as an Organization-Wide Habit, Culture & Skill

### CHAPTER 11 : THE F:N VAULT : RESOURCES

In case of future disruption, break Futureproofing : Next glass

### CHAPTER 12 : MONDAY MORNING IN THE FUTURE

F:N has No Finish Line, Better, Bigger, Bolder, Simpler Futures



# MEET THE AUTHORS – AN ALCHEMY OF CHANGE AGENTS

## ANDREA KATES *The Cross-Industry Revenue Accelerator*



**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.

Andrea drives commercialization of innovation with a focus on Mobility, Fintech, transformative AI, Future of Work and Business Model reinvention. Based in San Francisco and working with teams around the world, Andrea uncovers scalable directions for growth. She is an Expert in Residence/Board member/Advisor: Cisco (global innovation), Business Institute in Aalborg, Denmark, OpenBanking (Mexico), Open Innovation Gateway/Digital Business College (Fujitsu).

Andrea was CEO of the San Francisco SaaS technology company that pioneered the application of lean startup methods for large companies. She's worked with fast-scaling clients including SuMi Trust (Japan), Ford (US/China), Stitch Fix, JLL, Allstate and delivered keynotes at CxO Forum (Tokyo), Dubai 2020, TED, and Aspen Ideas Forum.

**also Author of “Find Your Next –Using the Business Genome Approach to Find Your Company’s Next Competitive Edge” (McGraw-Hill).**

## *The Five-Tool Innovation++ Champion* 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, Managing Director, CMO and four time startup founder, Sean bridges large, scaling and entrepreneurial culture & company gaps.

As co-founder of Futureproofing : Next, Sean is a well-recognized thought leader in business innovation, brand & growth leadership, digital transformation, change cultures and market foresights. Before founding Futureproofing : Next, Sean had a strong pedigree of marketplace impact, leading the direction of iconic brands, startups and change institutions as a client and with 200+ engagements as a strategic partner.

Sean also leads Wikibrands., a global on-demand consultancy & growth firm. His deep expertise is customer experience, scaling transformation & employee engagement, mixes with an educated eye toward the future. To stay ahead of market shifts, Sean keynotes 30+ events per year and authors 4+ annual foresight studies including the Corporate Innovation Playbook®, the Digital Periscope®, Customer Zeitgeist®, The Future of Work 2020+® and Metatrends®.

**also Author of :”Wikibrands – Reinventing Your Company in a Customer-Driven Marketplace” (McGraw-Hill).**

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# OUR 21 THOUGHTS & ASSETS - FUTUREPROOFING : NEXT - THE BOOK



## PAINTING THE FUTURE BEYOND INNOVATION

- #1 TIMES CHANGE, SO SHOULD YOUR THINKING
- #2 BETTER, BIGGER, BOLDER & SIMPLER FUTURES
- #3 NEW LEXICON - INNOVATION++, FUTUREPROOFING & NEXTING
- #4 WE ARE NOT A RETROFIT, A NEW MANIFESTO FOR CHANGE
- #5 INNOVATION HAS FAILED US



## A FIELD GUIDE & ROADMAP FOR WHAT ACTUALLY WORKS

- #11 A MARKET TESTED FIELD GUIDE FOR WHAT WORKS
- #12 SEE, LEARN, DECIDE, COMMIT - MARKET-TESTED ROADMAP
- #13 SEE - CHANGE IS A SIX-SCOPED ART & SCIENCE
- #14 LEARN - BRIDGING ROOM A and ROOM B
- #15 DECIDE - FUTUREPROOFING COVERS THE TOUGH CHOICES
- #16 COMMIT - FUTUREPROOFED FIRMS ARE ALL IN



## A PRACTITIONER'S PLAYBOOK FOR CHANGE

- #6 WE ARE A PRACTITIONERS' TOOLBOX FOR STAYING AHEAD
- #7 THE CORPORATE TAILWINDS HAVE CHANGED
- #8 DESIGNED FOR CORPORATE INNOVATORS & SCALEUPS
- #9 SCALE IS KING
- #10 OUR BOOK IS CUSTOM-MADE FOR THE FUTURE



## INNOVATION++ YOU CAN TAKE TO THE BANK

- #17 A #NEXT30 CURATION
- #18 WE PUT YOU IN A STATE OF PERPETUAL REFRESH
- #19 F:N REPRESENTS HOPE & OPTIMISM
- #20 NOT PREDICTING THE FUTURE, BUT PROOFING & CAPITALIZING ON IT
- #21 FUTUREPROOFING IS HABIT FORMING



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THE FUTURE BEYOND INNOVATION

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# OUR AUDIENCES & BENEFITS – A CORPORATE CHANGE ARCHITECTURE FOR ALL INDUSTRIES & ENVIRONMENTS

## CORPORATE INNOVATION LEADERSHIP & THE C-SUITE

-championing more ambitious mindsets, amplifying a bolder change agenda, strengthening future leadership skills and removing common barriers.

## CHANGE & INNOVATION TEAMS & PROJECTS GROUPS

- building broader change perspectives, understanding & mastering approaches to actually get ventures to next and providing in-market blueprints to advance efforts.

## CHANGE AGENTS, INTRAPRENEURS & TRANSFORMATIONISTS

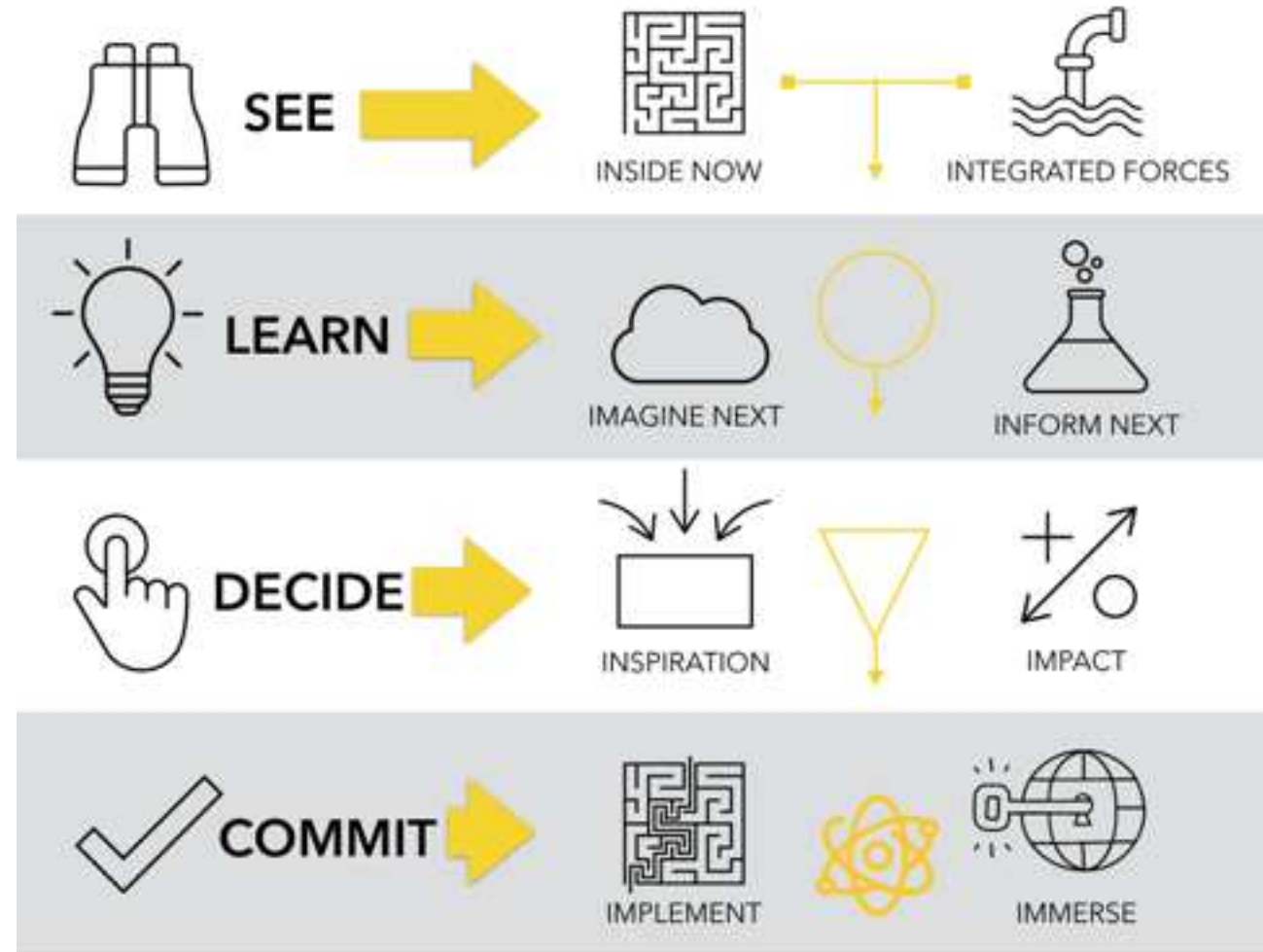
- elevating competencies, providing assets to lead end-to-end efforts and boosting confidence that they aren't alone.

## STAKEHOLDERS AND SUPPORTERS

- building empathy on why company change is so difficult, increasing fluency on the best performers & practices and acquiring knowledge on the true change levers.

## OTHER INTERESTED GROUPS

- Edge organizations, corporate ventures and incubators
- Scaleups & transitioning entrepreneurs
- Planners, policy makers & strategists
- Educators, students, curiosity seekers, associations and conferences interested in change & the future



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# ENQUIRE ON OUR SUPPORTING INITIATIVES

## 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 FUTUREPROOFING AWARDS

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

## FUTUREPROOFING U AND X

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, 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

Small intimate meetups, interactive videos and weekly office hours with the authors of Futureproofing : Next, 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.



# WHAT PEOPLE ARE SAYING:



Until now, corporate leaders and teams were missing an end-to-end playbook to drive innovation. With Futureproofing : Next, Andrea & Sean provide a field-tested guide to get everyone on the same page. Solid approach from two of our best global thought leaders.

Mark Zawacki, 650 Labs



Futureproofing provides the winning combination of world-class intellectual prowess and a rare ability to get corporate leaders and teams on board. Consistently a notch above.

Thomas Krogh Jensen,  
CEO, Copenhagen Fintech



Our minds are churning with possibilities and our mission is burning more brightly than ever. I highly recommend Futureproofing : Next for any company that needs to futureproof, which should be everybody, especially now.

Alison Simpson, Key Living

Add to their voices  
on 2020's most  
appealing business  
change book yet!





**THE CHANGE BOOK FOR THE 2020s**  
A book that actually helps get companies unstuck and past the status quo.

Launching in **SEPTEMBER** on Amazon!

**"I HIGHLY RECOMMEND**  
Futureproofing : Next for any company that needs to futureproof, which should be everybody, especially now."



**PARTNER WITH US NOW**



# GET IN TOUCH

If you need more information, would like to arrange to meet the authors, commit to sponsorship partnership or an advocate event or would like to enquire on Futureproofing : Next, we'd love to hear from you:

Mandy Jenkins  
F:N Business & Community Development  
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