

Building on the Future Promise



Futureproofing U

**THE ONLINE COURSE
& GLOBAL
INNOVATION++
TRAINING PLATFORM/
EXPERIENCE FOR THE
2020S**

For executive leaders & senior level corporate change agents that will teach you to seize and sense opportunities from early signals, determine best routes and practices for corporate innovation and actually get to next through commercializing, leadership & scaling growth skills.

**EXECUTIVE 2021 COHORT
STARTS MARCH 26TH 2021
90 DAYS TO BOLDER FUTURES**

futureproofingnext.com/futureproofing-u-2021-program/

INNOVATION++



GROWTH



TECH-VENTURES

LEADERSHIP



FUTURES



TRANSFORMATION

Member Benefits:



Learn The Change Operating System for the 2020s:

Understand the Futureproofing "See, Learn, Decide & Commit" change architecture and process - the best rigorous data-based learnings and path designed to deliver innovation success for the 2020s.

Bridge Corporate Innovation's Biggest Barriers & Challenges:

Get corporate change, innovation and transformation out of its current boxes to unstick and unleash leaders to drive growth, positive impact and successful outcomes and learn what actually works with real marketplace evidence.

The Practitioner's Playbook for Successful Innovation:

Not academic principles, traditional mindsets or innovation theatre, but fresh leading edge practitioners-based experiences and set of resources that actually deliver BETTER, BIGGER, BOLDER & SIMPLER FUTURES.

Network with A Power Group of Global Change Agents:

Join part of a global community of thought leaders and practitioners at the top of their innovation game. Become part of some of the follow up events that explore some of Futureproofing U's topics in deeper detail. Participate in our Futureproofing X's masterclasses.

Explore: futureproofingnext.com/futureproofing-u-2021-program/

Insights & Gaps:



Messy Blindspots & Innovation Myopia:

Corporations and scale-ups can be rendered guilty of applying status quo, incumbent thinking that blinds themselves from the new realities of their own companies and of an unforgiving, fast-moving marketplace.

CEOs who believe top threats will be outside current industry/Staff in lagging companies who believe their leaders understand new tech/trends

55% / 7%

We Have a Delivery Problem:

Companies recognize the need to change but have failed to deliver an aligned approach & front-to-back innovation operating system to sense, seize & deliver on new opportunities with impact and results to the marketplace.

Companies who expect massive industry disruption over the next 24 months/CEOs ready to react to these changes:

94% / 20%

A Widening Gap Between Aspiration & Reality:

Boards & executives readily understand the need to deliver a purposeful, relevant organization of the future; however they underestimate the level of mindset, pace, tools and talent change required to galvanize corporate transformation success.

C-Suite concerned about business model change/Execs. who have made it a #1 innovation priority:

85% / 10%

Grappling with Leadership/Cultural Dissonance:

Compelling vision, great strategy and best-of-breed technology can only take change and innovation so far without resonant cultures, flexible, distributed talent and adaptive leadership to build, implement and sustain them.

Leaders who believe they have a culture of innovation/ Employees who agree:

75% / 37%

Discover: futureproofingnext.com/futureproofingu

MIND THE GAP



Strengths of Futureproofing U:

Built with, and for Effective Change Leaders & Innovators:

We are not academic whimsy, a biographical journey, or a rant of what's currently wrong.

Futureproofing U is a course, movement & learning assets that help leaders solve challenges, align companies, configure growth & actually get to next.

Custom-made for a Faster, Post-Pandemic World & Future:

Our marketplace is 4x faster than it was a generation ago. The environment that innovation operates in has accelerated past our ability to command-and-control plan for it. The world craves an approach that doesn't predict or plans the future, but proofs against it. Futureproofing is it.

Designed for Corporate Innovation and Scaleups:

As much as we can help startups, we are really a course for corporate innovators, scaleups and edge groups. Bigger can be beautiful again, and it won't be from simply imitating startups. Discover how to get corporate growth into a higher gear with bigger impact for good.

A Curated Field Guide for What Works with Evidence to Prove It:

We've reflected learnings from the global-best companies with a roadmap, case studies, profiles, research and a suite of best practices to prove it. We'll provide evidence-based insight, foresight on where change is headed, and exploration of areas and staked out positions that are only dealt with blushingly in other courses.

Evaluate: futureproofingnext.com/futureproofing-u-program/



Four Modules of Coverage:

I. Futureproofing Innovation++ —

The Next Three Years:

Focus: **SEE.** Getting clear on your aspiration for "next" and establishing future-readiness.

- Getting started/reigniting your efforts
- What's holding change back?
- The role of North Stars and Purpose
- Get your team/ company to the next level of future-readiness
- Make sense of integrated forces (cross-industry, customer, technology, future) to land on new imperatives
- Craft challenge statement (s) to focus what matters most and establish the scope of work ahead

II. Futureproofing Tools, Lens &

Possibilities:

Focus: **LEARN.** Cross-Industry, business models, technology and ecosystems.

- The Discipline of Generating ideas & Concepts
- The most powerful ways to apply technology, innovative business models, and cross-industry insights to your innovation initiatives
- Designing experiments & prototypes
- Understanding customer/stakeholder potential, innovation++ biases and key metrics
- Five techniques to de-risk innovation
- Leapfrogging forward

III. The Routes to Innovation++ —

Developing a Corporate

Venturing Mindset:

Focus: **DECIDE.** Pinpointing areas of expansion and getting a clear understanding of the value & path forward.

- The value of ecosystems and co-creation
- What are the highest-impact routes to market?
- Prioritizing, Sorting & Triaging Ventures
- Three applications of the portfolio approach
- Developing a venture technologist mindset
- Pilots & Go-to-Market Action Plans
- Case studies that inspire faster progress

IV. Getting to Next —

Commercialization, Culture &

Sustainable Ventures:

Focus: **COMMIT.** Growth, scaling innovation++, cultures, habits, guilds & centres for excellence.

- Achieving escape velocity, tapping into corporate advantages, network effects and market bedfellows,
- The secrets of corporate scale
- Enlisting buy-in and integration across the organization
- Creating culture & leadership that scales innovation
- Crafting compelling narratives internally & externally
- Core vs. Edge — When to integrate and separate
- Sustain assets — future sensors, guilds & insight banks.



**Get well-rounded for the 2020s:
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Innovation++ 501



What You'll Learn

Build broader change perspectives used to drive five levels and six types of corporate innovation++ effectively

Elevate your competency in understanding the future marketplace, culture, technology, customer and post-pandemic landscape

Discover out-of-the-box, new-to-the-world change assets, canvases and tools that help get your ventures to next

Identify thirty practitioner change levers, flaws of other innovation schools and key blindspots for the 2020s decade ahead

Find out how to amplify change agendas and remove barriers to change inside your companies

Get fluent on the best performers, models, benchmarks & blueprints for launching, leading & commercializing innovation++

Discover a new "See, Learn, Decide, Commit" roadmap designed to overcome the biggest practitioner challenges

Who is it For

- Change Agents & Corporate Innovation Officers tasked with spearheading change
- Executive Leaders & CxOs accountable for championing and sponsoring innovation
- Functional Leads, VPs & Directors in charge of planning, operationalizing & commercializing innovation++
- Corporate Venturists, Partner Development functions and Open Innovators navigating ecosystems of change
- R&D Leaders, Research Groups and Special Project Heads on the front lines of innovation
- Key Strategists, Policy Makers & Planners guiding direction of overall change & growth efforts
- Edge Organizations, Incubators Partners & Educators helping support change agendas

For the true change agents, & performers:
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Why is Futureproofing U Different & Proof Points:

Approaches and processes that work in real marketplace & workplace settings

Breakthrough access and exposure to a change architecture and fresh assets

Acting on the early signals from the future with a rigorous understanding of the eight different change domains

Practical real-life success models, case studies, in-market examples and global perspectives

Bulletproofed, corporate proofed & future proofed by instructors who are recognized leaders in Global 2000, technology, corporate venture and corporate innovation leadership, strategy & change

Value-added content, network and insight opportunities to participate beyond the course curriculum itself

- Used by 13,000 teams and 300+ clients
- Proprietary Futureproofing "See, Learn, Decide, Commit" Roadmap & 50+ Futureproofing canvases and tools
- Informed by 25+ foresight intelligence studies
- Guided by learnings from 250 global-leading companies
- Three principal instructors who are global thought leaders & practitioners of Silicon Valley growth, global foresight and corporate innovation scenes
- Over fifteen forums for opportunity to participate after the course including Futureproofing X masterclasses.



Organization & Instructors :



Created by some of the world's most accomplished and experienced corporate innovators under the Futureproofing : Next umbrella:

- Seasoned corporate innovators with deep client-side perspectives
- Technology smarts & Silicon Valley-based business model disruptors
- Foresight-savvy guides mapping the domains & industries of the future
- Guest thought leaders imparting global best thinking across thirty different areas



ANDREA KATES

- Cross-industry Revenue Accelerator, Managing Director & Author, Futureproofing : Next
- A global corporate transformation specialist, tech startup CEO, and expert in "business innovation you can take to the bank".
- Worked on more than 200 corporate growth initiatives that have moved companies beyond innovation toward Futureproofing.



SEAN MOFFITT

- The Five-Tool Innovation++ Champion, Managing Director & Author, Futureproofing : Next.
- Established global networks and multiple foresight studies, on a mission to quicken the cycle time, bring the future forward and increase the success rates of emerging opportunities.
- As a former Fortune 500 global innovation executive, CMO and four time startup founder, bridges large, scaling and entrepreneurial culture & company gaps.



CHENYANG XU

- Veteran technologist & global technology business leader with a passion for driving transformative innovation, Co-Founding Partner, Silicon Valley Future Academy.
- Recognized leader and speaker in open innovation, corporate start-up partnership, and AI.
- Managing Partner of Brightway Future Capital, Managing Board Director of PVmed Technologies,& an Advisory Board Member for the Johns Hopkins University BME department.

Presented by Futureproofing : Next
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**THE FIELD GUIDE
AND PLAYBOOK
FOR CHANGE,
INNOVATION++,
GROWTH,
TRANSFORMATION
AND WHAT'S NEXT**



The Executive VIP Cohort:

We're inviting executives, change agents, CxOs and curious others who have seen the future and want to get literate and proficient in it extensively ... and fast. Futureproofing U in an intimate 90-day executive training course for practitioners, and built by practitioners at the top of their game.

Learn From Some of The Freshest Thinking & Practical Performers in the Corporate Innovation Arena.

Be involved on the ground floor of a global change movement designed for this decade's biggest innovation challenges.

The Executive Training Course:

Starts Friday, March 26th, 2021
8:30am PT/11:30pm ET/16:30 GMT

Four Modules:

Each module includes an interactive class format, a video learning series, proven templates and immersive coaching & peer learning session..

Features:

- Discoveries and access to canvases, tools and landscapes from Futureproofing ; Next.
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- Supported by the F:N "See, Learn, Decide, Commit" process and custom course time with the key principals.
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- Harnessing the most effective executive immersive learning techniques and software.
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- Informed by executive practitioners and case studies.
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- Learn along side a high equity Futureproofing network of peers.
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 PROCESS INNOVATION	 ECOSYSTEM INNOVATION	 RESEARCH, DEVELOPMENT & ENGINEERING	 PLATFORM INNOVATION	 PRODUCT INNOVATION & DESIGN	 PORTFOLIO INNOVATION	 TALENT EXPERIENCE & SKILLS	 MEASUREMENT & INTELLIGENCE	 LEADERSHIP & GOVERNANCE	 CULTURE CHANGE
 CHANGE MANAGEMENT	 RADICAL INNOVATION & MOONSHOTS	 ECOSYSTEM INNOVATION	 BUSINESS MODEL INNOVATION	 CUSTOMER & WORKPLACE SHIFTS	 STRATEGIC FORESIGHT & HORIZON SCANNING	 EMERGING TECHNOLOGIES	 MEGATRENDS	 INDUSTRY DISRUPTION WHITE SPACE & THREATS	 BEST PRACTICES OF INNOVATION MGMT.
 SUPPLY CHAIN INNOVATION	 METHODS OF INNOVATION	 COMMERCIALIZATION	 BUSINESS & DIGITAL TRANSFORMATION	 CHANNEL INNOVATION	 MARKET INNOVATION	 SCALING INNOVATION	 SERVICE INNOVATION	 CUSTOMER EXPERIENCE	 BRAND INNOVATION

Join us at Futureproofing U:

Times Change ... So Should Your Thinking



Stage Gate/
Waterfall
1958



SWOT Analysis
1969



Five Forces
1979



Six Sigma
Early 80s



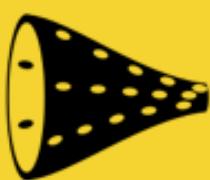
Benchmarking
1989



Design Thinking
1999



Agile
Early 2000s



Open Innovation
Mid 2000s



Blue Ocean
Late 2000s



Lean Start Up
Early 2010s



Blitzscaling
Late 2010s



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Learn more : futureproofingnext.com/futureproofingu
Register at: futureproofingnext.com/futureproofing-u-2021-program/

Enquire on course details and corporate member & non-profit rates : hello@futureproofingnext.com