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Why FTI

We answer your most challenging questions using data, creative inquiry, and strategic foresight.

• What are plausible deep (20+ years), long-range (10+ years), and near-term (2+ years) futures?
• What scenarios describe our futures?
• What's happening outside my industry that I should know?
• What companies, startups, and partners make up our future value network?
• What new products, services, or businesses should we build?
• Which tech trends should we monitor? When should we act?
• How can we build an early warning system to see the next disruptive event?
• How do we reduce uncertainty about our futures?

We support executive leaders and their teams.

The Future Today Institute works closely with executive leadership and management teams to transform their strategic thinking on the future. Advisory services include signal mapping, trend identification, scenario development, risk modeling, visioning, and strategic planning.
About the Future Today Institute

Founded in 2006, the Future Today Institute researches, models, and prototypes future risk and opportunity. As the leading strategic foresight and futures management consultants to executive leadership teams worldwide, FTI’s data-driven applied research reveals trends and calculates how they will disrupt business, government, and society.

Together with our clients and partners, FTI is helping leaders achieve their preferred futures. Our pioneering, data-driven forecasting methodology and tools empower leaders to make better decisions about the future, today.

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