



FUTUREPROOF

STRATEGIES

TOMORROW'S SOLUTIONS TODAY™

STAY AHEAD OF THE CURVE WITH BUSINESS INTELLIGENCE AND INSIGHTS FROM TODAY'S LEADING FUTURISTS

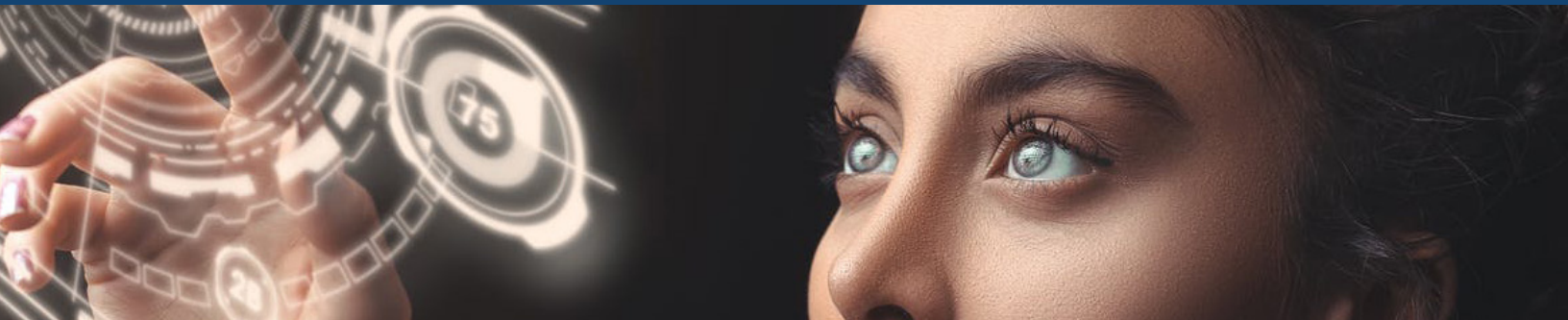
We help business leaders accelerate change and growth by improving their ability to spot and adapt to emerging trends.

AS SEEN IN:



FORTUNE

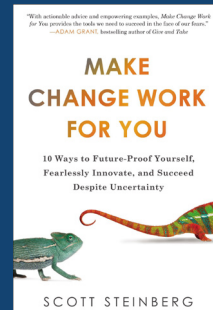
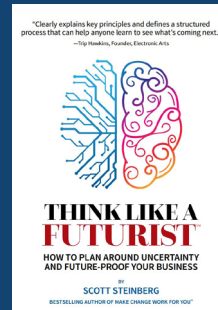
MASTER of INNOVATION



INDUSTRY'S #1 CONSULTING RESOURCE

- Strategic Advisers to 1000+ Brands
- Named World's Leading Business Strategists
- Fortune Magazine's Master of Innovation
- Google's #1 Generations + Technology Experts
- Seen By Over 1 Billion Worldwide

BESTSELLING BOOKS



1
HUMAN-
oriented
Company.

2
business
&
people
UNDIVIDED

1
PEOPLE
FIRST.

1
We start
from WHY



FutureProof Strategies is a management consulting and market research firm that helps organizations identify emerging trends – and build winning business solutions around them.

A trusted source of strategic consulting and thought leadership to over 1000 leading brands, we've helped define the shape of today's most well-known business and consumer products, as found in over 100 million homes.

As a go-to provider of business intelligence, content marketing solutions and strategy planning for Fortune 500 leaders, sample services include:

THOUGHT LEADERSHIP

Partners engage us to produce articles, videos, whitepapers, eBooks, and custom publications covering a variety of forward-thinking topics including:

- Artificial Intelligence (AI)
 - + Cloud Computing
- Digital Transformation (DX)
 - + Customer Experience (CX)
- Cyber Security + Data Privacy
- Augmented Reality (AR)
 - + Virtual Reality (VR)
- Workplace Trends and Innovations

KEYNOTE SPEAKING + VIRTUAL PRESENTATIONS

Our team of bestselling authors and analysts offers live event speaking programs, virtual presentations, and training workshops or seminars on subjects such as:

- The Future of Work
- Leading with Creativity + Innovation
- Change Management + Disruption
- Navigating the New Normal
- Adapting to Tomorrow's Trends

MARKET RESEARCH + BUSINESS INTELLIGENCE

Category-leading trend reports and market research services provide clients with essential insights into emerging areas of business, including custom packages with:

- Trend Overviews + Insights
- Product Testing + Mock Reviews
- Competitive + SWOT Analysis
- Portfolio Planning Services
- Custom Think Tanks + Panels

STRATEGY PLANNING

From board meetings to executive retreats, our management consulting and strategic planning teams work with executive leaders at every level to:

- Identify New Strategic Opportunities
- Develop Winning Business Models
- Become More Agile + Adaptable
- Create Competitive Advantage
- Drive Customer Awareness + Interest



TRANSFORMING THE FUTURE OF BUSINESS

Fortune 500 leaders and associations partner with us to help craft game-changing business strategies and promote thought leadership around today's hottest trending topics. Sample projects include:

- **Redefining the Future of Leadership + Workforce Development**
 - Management Consulting + Oil & Gas Energy Firms
- **Reimagining the Shape of Retirement**
 - National Banking + Finance Institution
- **Reworking the Role of Executive Teams**
 - Cloud Services + Digital Transformation Provider
- **Reshaping Sports for Tomorrow's Generations**
 - Sports Business Association
- **Reengineering the Digital Transformation Roadmap**
 - Executive Staffing Firm
- **Reenvisioning the Shape of Cybersecurity**
 - Insurance Company and Credit Union
- **Rethinking Human Resources + Talent Development**
 - Medical Healthcare + Pharmaceutical Co.
- **Reinventing Tomorrow's Cities for Millennials**
 - Federal Government Agency

OUR WORK

Leveraging its proprietary F.A.S.T.E.R. method to innovate and accelerate growth, FutureProof Strategies works in myriad spaces from consumer technology to finance, retail, and insurance. Solutions we've help provide include:

- Served as strategic adviser on change and innovation to four-star general and member of Joint Chiefs of Staff
- Planned multi-year content and business strategy for leading app store
- Provided trend analysis and expert witness testimony for well-known legal matters
- Hosted executive summits and board retreats for leading medical associations
- Created 5,000 articles and videos for 600 media outlets from CNN to USA Today
- Ran workshops teaching dozens of venture capital leaders to adapt to change and disruption





TESTIMONIALS

If you really want to know about business,
you should refer to Scott Steinberg.

Sir Richard Branson, Founder - Virgin



As a keynote speaker for thousands of EMC employees, customers, and partners, and in intimate conversations with top executives, Scott was a dynamo. I highly recommend him to any company interested in building innovative culture, disruptive problem-solving approaches or positive change in their organization.

*Calvin Smith, Principal Manager,
Global Innovation & Marketing, Dell EMC*



An expert facilitator of executive board retreats that comes highly recommended for senior leadership events and programs. High-impact, high-energy presentations offer a wealth of ideas, inspiration and insights...

*Dr. DeWayne McCamish, President,
American Association of Orthodontists*

Scott delivered an inspiring keynote session on ‘Innovation in the New Era of Smart’ at the IBM BusinessConnect event in Dubai. His speech was thought provoking and succinct, backed by real world innovation examples from his consulting experience. It was one of the best sessions that I have ever attended.

*Logan Vadivelu, Worldwide Smarter Process
Solutions Leader, IBM*



FutureProof Strategies works with management teams to implement scalable solutions and actionable roadmaps. Capable of not only supplying, but meaningfully acting upon data, the company comes highly recommended.

*Steven Santamaria,
General Manager, Intel*



Of all the so-called gurus out there, Scott is far and away the best! His knowledge, dedication and expertise are the reason that we at Procter & Gamble keep coming back!

Scott Eisenstein - Procter & Gamble



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WEBINARS!

KEYNOTE SPEAKING, VIRTUAL PRESENTATIONS, AND TRAINING WORKSHOPS



LEADING WITH INNOVATION: HOW TO FUTURE-PROOF YOURSELF, FEARLESSLY INNOVATE, AND SUCCEED DESPITE DISRUPTION

Even the most successful organizations must continually reinvent their products, services and solutions to remain market leaders in an age of growing change, connectivity and globalization. In this eye-opening presentation, audiences will learn how to thrive in the new operating reality, create competitive advantage, and successfully leverage new leadership strategies to adapt to changing times. From more powerful ways to unleash innovation to solutions for better capitalizing on cutting-edge advancements, discover how you and your organization can flourish in tomorrow's world – and effectively apply its most crucial success strategies and skills in context.

ADAPTING TO CHANGE: HOW TO THRIVE AMID UNCERTAINTY

Unpredictability is the only thing we can predict and uncertainty the only certainty for businesses and working professionals going forward. Luckily, as today's most successful leaders know, a few simple shifts in strategy and thinking are all it takes to stay one step ahead of the curve. Discover how small changes in approach and slight shifts in tactics can help you drive breakthrough results in this dynamic and engaging talk from Scott Steinberg, the world's leading business strategist. Pairing real-world examples and case studies with practical insights, you'll learn how to plan around uncertainty, future-proof your business, and build a strategic roadmap that can withstand any unexpected twist or turn that the market takes.

THINK LIKE A FUTURIST: HOW TO SEE TOMORROW TODAY

Think quickly – the future is coming on fast! In this high-energy, high-impact session, you'll learn to thrive in an age of constant disruption by applying the same strategies and skills that today's top market leaders use to spot rising trends and opportunities before rivals can react. A crash course in how to innovate and future-proof any business – discover what it takes to successfully adapt, whatever tomorrow brings. From forward-thinking ways to redesign leadership and go-to-market strategies to cutting-edge insights on workplace trends and business solutions, world-renowned strategist Scott Steinberg reveals how you can stay one-step ahead of tomorrow's marketplace – and one step ahead of the competition.

FAST >> FORWARD: HOW TO TURBO-CHARGE BUSINESS, SALES, AND CAREER GROWTH

Why wait to achieve your goals when you can start ticking them off your to-do list in no time flat? Discover how to put yourself and your organization on the fast-track to success as the world's leading business strategist reveals how today's most celebrated businesses and brands create winning results in record time. A masterclass in ingenuity brought to you by Scott Steinberg – hailed as The Master of Innovation by Fortune magazine – this engaging program offers cutting-edge insights that can help you more rapidly solve any problem, and accomplish any objective. Teaching tomorrow's most in-demand leadership, management, and decision-making skills, it explains how to rocket past obstacles, rebound from setbacks, and take your prospects from 0 to 100 faster than you've ever imagined.



Scott Steinberg

Innovation and Change Advisor to Leading
Global Companies

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FUTURE TRENDS: WHAT'S NEXT FOR YOUR INDUSTRY – AND HOW CAN YOU STAY AHEAD OF IT?

In a series of energetic and inspiring presentations, one of today's top technology futurists and business strategists shows industry leaders in every field – e.g. finance, healthcare, insurance, retail, etc. – which trends promise to transform the sector(s) in which they operate, as well as how to stay competitive and boost productivity and performance by leveraging cutting-edge tools and strategies for staying ahead of the curve. Through market research, professional development techniques and practical, real-world insights, attendees will learn to recognize and act upon the benefits and opportunities that emerging trends and technologies create. Built to empower modern professionals, a range of dynamic discussions and workshops shows how to tap into the power of change and high-tech innovation to build a lasting foundation for professional advancement and growth.

DEFENDING AGAINST DISRUPTION: MAINTAINING CYBER SECURITY IN THE AGE OF DIGITAL TRANSFORMATION

In today's connected and always online high-tech world, where organizations must change and adapt to market shifts at record speed, staying alert to cyber threats is essential. That's because digital transformation is on the rise – and so is cybercrime, today's fastest-growing form of criminal activity, which is skyrocketing at an alarming rate. These concerns will only become more pronounced for individuals and organizations alike as more business operations shift to mobile, cloud, and Internet-based solutions going forward. Luckily, as bestselling futurist and cyber security expert Scott Steinberg reveals in this eye opening presentation, a few simple shifts in strategy and thinking are all it takes to keep your organization and partners safer going forward. Here, you'll discover best practices for keeping your organization and personal information safe in an always-on and connected online world, and how to implement more effective security controls (and a culture that champions safety and privacy) throughout your enterprise.

CHANGE MANAGEMENT: CREATING A CULTURE OF INNOVATION

In today's working world, competitive landscapes and best practices shift faster than ever – as do market and workforce trends. But no matter how much disruption you're dealing with, you can empower both individuals and teams to more effectively embrace paradigm shifts, improve organizational learning, and boost productivity with these proven new approaches to leadership, technology and time management. Bestselling business author and consultant Scott Steinberg explains how the market's most innovative firms are embracing change management, and best practices and leadership pillars you can implement to breed a culture in which innovation thrives.

CUSTOMER EXPERIENCE IS EVERYTHING: DESIGNING PRODUCTS, SERVICES AND SOLUTIONS THAT CONNECT

Customer experience hasn't quickly just become the ultimate source of competitive advantage today – in tomorrow's hyper-competitive business world, it will be everything. Happily, you don't have to be a genius to build better business solutions or brands – just more clever and ingenious instead. A masterclass in practical innovation brought to you by one of the world's leading business strategists, this fun, and fast-paced presentation explains how simple shifts in strategy and setup can produce BIG impacts, and how to create legions of raving fans in no time flat. From great ideas to even greater execution, discover what it takes to make a splash in tomorrow's market – and how you and your business can position yourself to ride the future's next big wave. step ahead of the competition.

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MINUTE WITH A MASTER brought to you by CHASE

ADVERTISEMENT



SCOTT STEINBERG

MASTER TREND SPOTTER

Identifying major trends is crucial for ensuring your company's success. Jumping on the next big fad? Not so much. Here, leading business strategist and innovation consultant **Scott Steinberg** reveals how to tell the difference so you can find the next big thing.

Don't Be Fooled by Fads

"Don't place your bets on things that are merely popular; look for something with lasting potential. Many people thought 3-D TV was going to be big. But it was more like a fad because it wasn't something the consumer felt they needed. Contrast that with smartphones, which have changed the way we do business, relax and entertain ourselves."



Listen to your Customers

"In a consumer-driven economy, they often prove to be the source of the most innovative ideas."



Stay on Your Toes

"It may sound like common sense, but the first thing you need to do is to just get out there and keep your eyes and ears open. Look at what's going on around you."



Cast a Wide Net

"You need to hedge your bets. Don't look to spot the next big thing—singular. Look for the next big things—plural. That way you can insulate yourself from the fads that inevitably fall by the wayside."

It took years for Scott Steinberg to acquire his expertise so he can help your business boom, but you can easily master the way you bank in minutes.

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It took Serena Williams years to master the two handed backhand. But only one shot to master depositing a check with the Chase Mobile® App.



Be in control of your banking wherever you are with the Chase Mobile® App. Check account balances, transfer funds, pay bills, and more. You can even deposit checks on-the-go. It's available 24/7 to seamlessly fit with the way you live your life.

Technology designed for you SO YOU CAN easily master the way you bank.

To find out more about Serena Williams and the Chase Mobile app, visit chase.com/WayYouBank

CHASE SO YOU CAN

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SUCCEEDING IN THE NEW ERA OF SMART

Technology has become smarter, more affordable and easier to implement than ever, helping put more powerful tools at businesses' fingertips than at any point in history. But how do you maintain competitive advantage when competitors have access to the same tools as well? Discover how market innovators continue to leverage technology and new business advancements to stay ahead of the curve, and ahead of the competition, in this dynamic and engaging presentation from one of the world's leading business strategists. Attendees will learn how the formula for surviving and thriving in dynamic and more demanding markets isn't as difficult as it seems – and discover what it takes to continually keep themselves at the head of the pack.

BECOMING ESSENTIAL – BUILDING AND MAINTAINING COMPETITIVE ADVANTAGE

Change is the only constant modern professionals and organizations can rely on today. In this eye-opening presentation, bestselling business analyst and author Scott Steinberg explains how to avoid becoming a commodity – or worse, obsolete – by preparing you to identify and greet the challenges and opportunities which progress presents. From more powerful ways to capitalize on business intelligence and grow brand equity to developing cutting-edge products, services and customer experiences, he demonstrates how you can create and maintain a competitive edge – and effectively apply it in context.