



THE WHITEBOARD

Our Annual Retainer Client Program

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EQUIP

Equip yourself with the **vision** to capitalize on tomorrow's **opportunities**.



OPTIMIZE

Optimize your **sight-lines** to navigate tomorrow's **challenges**.



ARM

Arm your team with the **foresight** to build tomorrow's **strategies**.

THE WHITEBOARD TAKES YOUR TEAM FROM

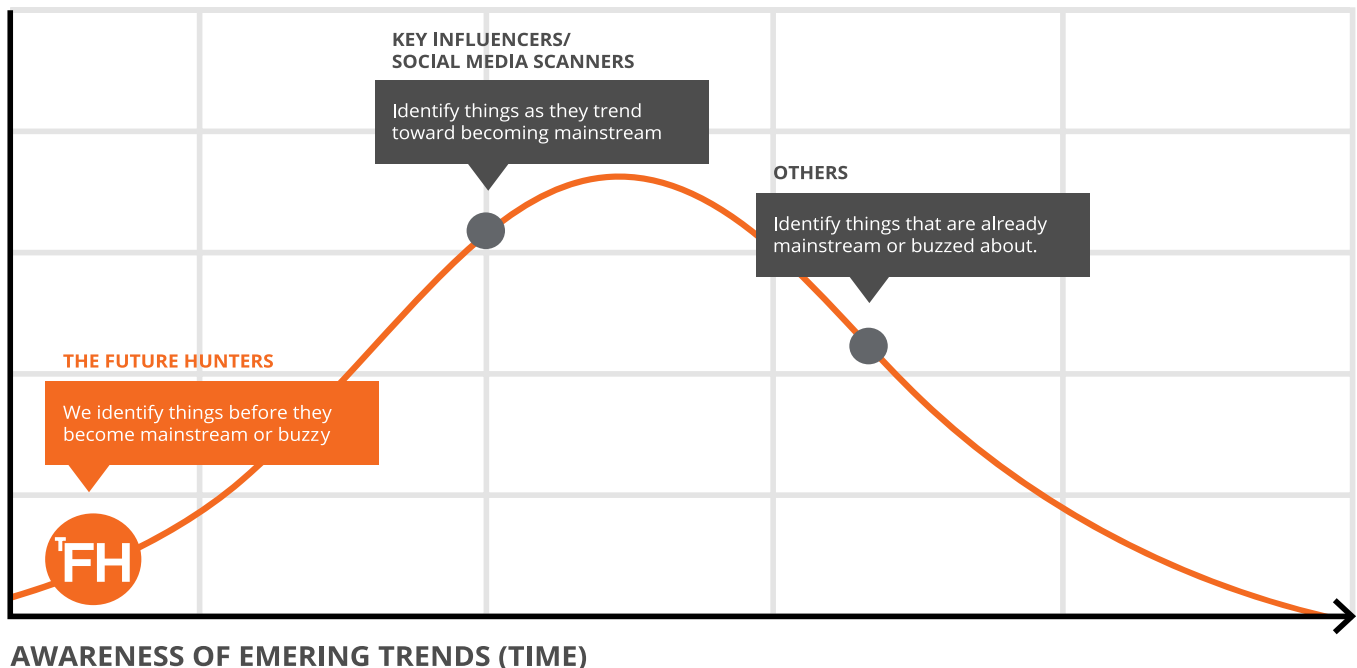


IF YOU HAVE ASKED YOURSELF ANY OF THESE FOUR QUESTIONS, YOU NEED US:

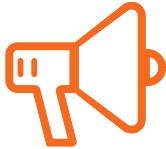
- Where is the future heading?
- Where is my organization heading now?
- Where would we ideally want it to go?
- How can we get there?

A 40-Year Track Record of Being Ahead of the Curve

Our job – and expertise – is to identify emerging trends that will be important to you before they become part of the cultural and business vernacular. In using our own proprietary filtering techniques, we curate thousands of inputs to define the shape of the future before even the most influential of influentials are able to do so.



WHAT YOU GET AS A WHITEBOARD CLIENT



Syndicated

CURATED ABSTRACTS (900-1000 PER YEAR)

A monthly set of approximately 75 article abstracts that are regularly filtered from thousands of inputs into roughly 2 hours of reading per month.

2 SEATS AT THE FUTURE HUNTERS' QUARTERLY TREND SUMMITS

Participate in a roundtable discussion of emerging trends, alongside other clients and influential thought-leaders from a wide variety of sectors and disciplines.

6 QUARTERLY WHITE PAPERS (24 PER YEAR)

These focus on emerging global trends, and are presented at each of the Trend Summits.



Customized*

1 STRATEGY FACTORY SESSION

Specifically designed and guaranteed to surface new proprietary ideas, strategies and innovations. *(For more information on this Executive Education Program, please visit: www.thefuturehunters.com/our-services/strategy-factory)*

SPEAKING ENGAGEMENT (1 PER YEAR)

An overview of the future and/or ways of strategically thinking that affect business models, with relevant implications, customized for any audience.

1 CUSTOMIZED ANNUAL REPORT

A concise summary of the 6-10 trends identified in that contract year that could most affect the client organization.

THE SWELLNESS MOVEMENT™ RETREATS

Designed to engage participants to imagine future product and service opportunities around specific topics that affect quality of life. *(For more information, please visit our beta site: www.swellness.org)*

*We also provide you the option of switching out one or more deliverables under the retainer contract in exchange for consulting hours on any project or service you might need from us.

For pricing inquiries and other information about The Whiteboard, please contact: info@thefuturehunters.com.



WHAT PEOPLE ARE SAYING ABOUT THE WHITEBOARD



“**The Future Hunters – they don’t claim to tell the future...but you’d bet they did.** NACS has been a member of The Future Hunters’ Whiteboard Program for over 20 years and the results of their research have been spot on helping our industry better understand what the future looks like and what the implications are to our members’ businesses. With the next generation of the firm’s futurists now involved, we expect to rely on their vision and interpretations of the future for some time to come.

MICHAEL DAVIS

Vice President, Member Services

NACS (The Association for Convenience & Fuel Retailing)

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“Two explicit objectives of the Advanced Strategic Art Program at the US Army War College are: help the students (Lieutenant Colonels, Colonels and government civilians) build frameworks for evaluation and; understand the environment external to the Department of Defense. **The Future Hunters’ white papers provide a superb forum for objectives and are used in class each year.** The students analyze these well written, superbly documented and thought provoking papers to determine how The Future Hunters’ view of the future could affect the United States armed forces.

COLONEL WILLIAM G. PIERCE, PH.D.

*Director, Advanced Strategic Art Program
United States Army War College*



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“The best example of our relationship with The Future Hunters was the integration of their ‘Thinking Technologies’ to our Western European Fabric Care team. **We created an ‘Alien Eyes’ workshop, based on The Future Hunters’ book ‘FutureThink,’ which greatly influenced the thinking of the team and its leadership.** This contributed to the ‘Power of Water’ insight that led to the launch of Ariel Excel Gel – one of the biggest launches in Fabric Care History. ‘Seeing with Alien Eyes’ has now become part of the vernacular at P&G.

DAVID KUEHLER

*Former Portfolio Director, Innovation Capability
Procter & Gamble*

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“The specific changes that resulted in our services and solutions are too numerous to mention, but I am confident in saying that at least **75% of the ideas had a significant impact** on the growth and profitability of our firm. In 1999 when I started as CEO, the firm’s revenue was **\$145 million** and by the end of 2006 the company had grown to **\$423 million** – or slightly **over a 190% growth** rate during the 8 year period. I do not believe this level of performance would have been possible without the assistance we received from The Future Hunters in helping us understand the significant trends impacting our clients and our firm.

MARK L. HILDEBRAND

CPA, CGMA

Crowe Horwath LLP (6th largest CPA firm)



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WE HAVE WORKED WITH CLIENTS FROM A WIDE RANGE OF INDUSTRIES

HEALTH, BEAUTY, & PHARMACEUTICALS | CPG, FOOD, & RETAIL
FINANCE, ACCOUNTING, & INSURANCE | COMMUNICATIONS & MEDIA
PROFESSIONAL SERVICES | INFRASTRUCTURE, TECHNOLOGY, & INDUSTRY
TRAVEL & ENTERTAINMENT | EDUCATION & HUMAN RESOURCES
GOVERNMENT, NON-PROFITS, & TRADE ASSOCIATIONS

Examples from the Past Ten Years



- ▶ **Created a kickoff exercise for the teams that went through P&G's Clay Street program (the company's innovative solutions process), resulting in the creation of millions of dollars' worth of business.**

"The Future Hunters have been extremely useful to us, and we would certainly recommend them to others."

CLAUDIA KOTCHKA

Former VP Design Innovation and Strategy

Procter & Gamble



- ▶ **Spurred thinking that has helped transform GE's healthcare business.**

"We exposed many of our people to the thinking technologies (one of The Future Hunters' proprietary frameworks), and they have proven extremely useful."

BETH COMSTOCK

Chief Marketing Officer

General Electric



- ▶ **Run targeted innovation sessions with PayPal that led to the creation of new consumer-facing mobile money products and new markets.**

"A vitamin B shot to the brain."

BARRY HERSTEIN

Former Chief Marketing Officer

PayPal

- ▶ **Moved the accounting profession to account for intangible assets and the externalities (including environmental consequences) of production.**

- ▶ **Suggested a diagnostic tool be developed by a major consulting firm, which has become a mainstay of their business.**



MEET THE FUTURE HUNTERS



EDIE WEINER | *President & Chief Executive Officer*

Edie is President & CEO of The Future Hunters, one of the world's leading futurist consulting firms. She has served over 400 clients – ranging from national governments to the Fortune 500 – identifying opportunities in the areas of marketing, product development, strategic planning, human resources and public affairs. She has keynoted over 300 conferences (including The World Economic Forum in Davos, and TEDx) and has guest lectured at Harvard, Wharton, the U.S. Army War College and the U.S. Naval War College. She has served on over 30 public, private and non-profit Boards and Advisory Boards, including the US Comptroller General's Advisory Board.

Edie has co-authored 4 books (the latest of which, "FutureThink," was a global best-seller). She has won numerous awards, including NOW New York's 2011 Woman of Power and Influence and the World Future Society's Lifetime Achievement Award.



ERICA ORANGE | *Executive Vice President & Chief Operating Officer*

Erica is Executive Vice President & Chief Operating Officer of The Future Hunters. She evaluates emerging trends and identifies the strategic implications for Fortune 500 companies, trade associations and public sector clients. Erica's ability to identify patterns, and translate that into actionable strategies is what has made her an invaluable asset to clients. Erica frequently speaks to a wide range of audiences about global trends that are transforming today's landscape. She has also authored numerous articles, book chapters, and industry white papers on a wide range of future-focused topics.

Erica currently serves as a board member on the Career Advisory Board presented by DeVry University, in addition to the Young Luxury Marketers' Council. She was also chosen as one of the first Susan Schiffer Stautberg Leadership Foundation Fellows, and for four years served as Chair of the Adjunct Board of Directors for ThinkQuest NYC, an organization that brought technology to New York City students.



JARED WEINER | *Executive Vice President & Chief Strategy Officer*

Jared is Executive Vice President & Chief Strategy Officer of The Future Hunters. He looks at emerging trends – and helps identify the actionable implications (the "So what?") of those trends for dozens of influential clients. His work is industry-agnostic, and covers trend activity in the realms of science & technology, economics, politics, demographics and environmental issues.

Jared serves on the Board of Directors of the World Future Society, the world's preeminent futurist industry group. He also sits on American Express OPEN's Digital Advisory Board and the Advisory Board of the Young Luxury Marketers' Council. He frequently lectures about future trends for corporate, government and academic audiences, and has keynoted some of the world's most prominent conferences. He holds an M.B.A. from the Simon Graduate School of Business at the University of Rochester.

