



INSTITUTE FOR THE FUTURE

FUTURES THINKING

taught by Institute for the Future with **Jane McGonigal**

READY, SET, FUTURE

Who hires futurists?

Where can you use your futures thinking skills? Here are some of the companies, governments and social impact organizations who have hired Institute for the Future to help *them* create change and develop future-ready strategies.

Google Facebook Microsoft Intel Electronic Arts Dell Technologies Samsung
Bill + Melinda Gates Foundation The World Bank Skoll Foundation Salesforce.org
Hershey's Coca Cola MARS General Mills Campbell's Soup Company Barilla
Toyota Hyundai Daimler/Mercedes Benz Ford Motor Vehicles
Blue Shield of California Texas Children's Hospital New York Life Insurance Prudential Financial
Climate Investment Funds Omidyar Network Techstars Accelerator IDEO
University of California Singapore National Government U.S. Conference of Mayors
United Nations World Health Organization National Academy of Sciences



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When you have futures thinking skills, YOU can help any company, start-up, government, non-profit, school, city, activist or community group.

You can help anyone think more creatively, strategically and imaginatively about all the ways the future can and will be different. You can help them prepare. You can help them innovate. You can help them make a difference.

Futures thinking skills are innovation skills, business skills, and leadership skills. You can use futures thinking skills *in any job and for any social mission* to become a more creative and strategic leader of change.



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