



Turn today's opportunities and risks into tomorrow's great results!



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Multi-award winning AI that helps you develop fast responses to a changing world

REGISTER

REQUEST A DEMO



What can I do here?

- Anticipate and plan for tomorrow
- Act on emerging opportunities and risks
- Innovate and transform



How do I do that?

- AI horizon scanning and market research
- Rapid use of social, strategic thinking methods



What are the benefits?

- Stay ahead
- Impress stakeholders
- Increase results

QUICK TOUR

Learn how to get ahead of rivals and find innovative solutions to emerging issues on-demand.

WELCOME TODAY

Fran Diamond
United States of America

Caitlin Bowers
United States of America

Duane Danielsen
United States of America

QUOTES

"Education is your passport to the future, for tomorrow belongs to the people who prepare for it today."
Malcolm X

AWARDS



Best Global Knowledge Management System 2017

Latest AI Extracted Forecasts

- The IoT market will be worth \$19 trillion over the next decade.
- Cognitive related technologies will hit the peak in 2 to 5 years.
- Smart meters will be another growth area in the M2M market.
- Low-cost 3D scanners will help fuel the creation of digital models.
- Digital disruption is now forecast for every industry.
- Human growth engineering will become a revenue-producing process.
- 160 million people globally will have Alzheimer's.
- Researchers will get closer to developing generalized intelligence.
- Driverless vehicles will go on sale by the end of the decade.
- Global sea level rise by 2100 will likely be between 20 and 40 inches.

REGISTER TO USE OUR POWERFUL FORECAST SEARCH



Join or find Expert Panels



How will your future be different?

WHY US

PARTNERS

CONTACT
info@shapingtomorrow.com
+44 (0) 1273 832221

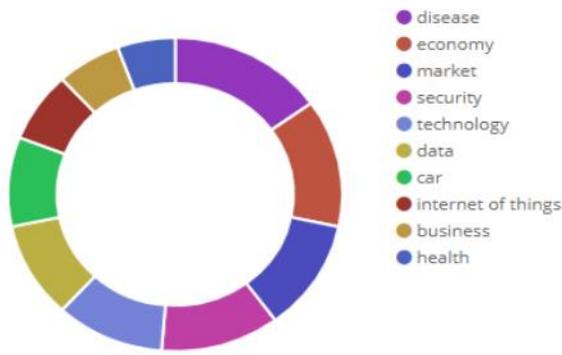
ENDORSEMENTS

A very impressive application of artificial intelligence to the process of scanning and strategic thinking.

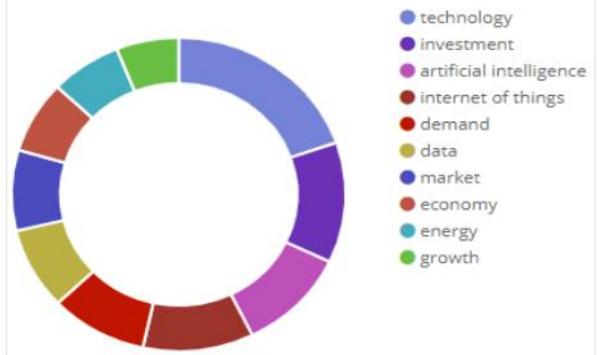
Peter Padbury, Policy Horizons Canada/
Government of Canada, Canada

SEE MORE

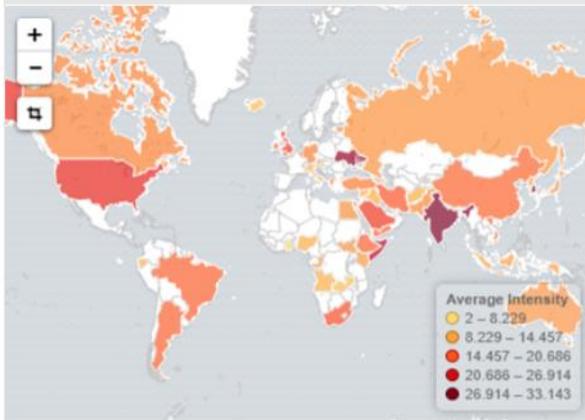
Threats by Topic



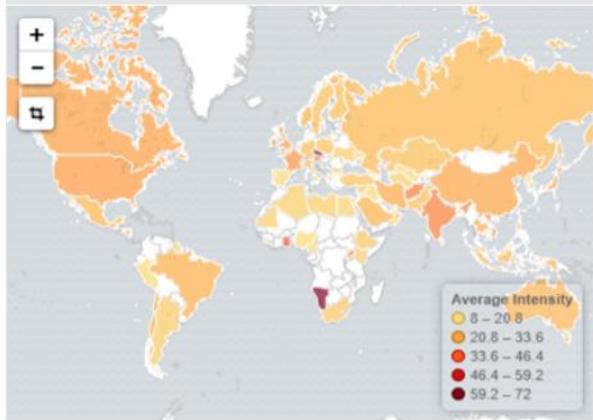
Opportunities by Topic



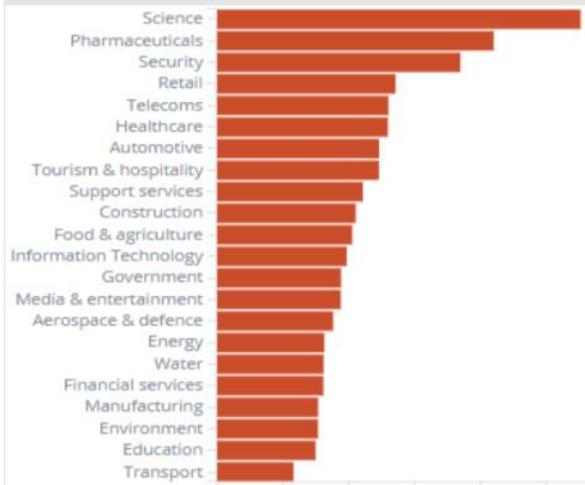
Threats by Country



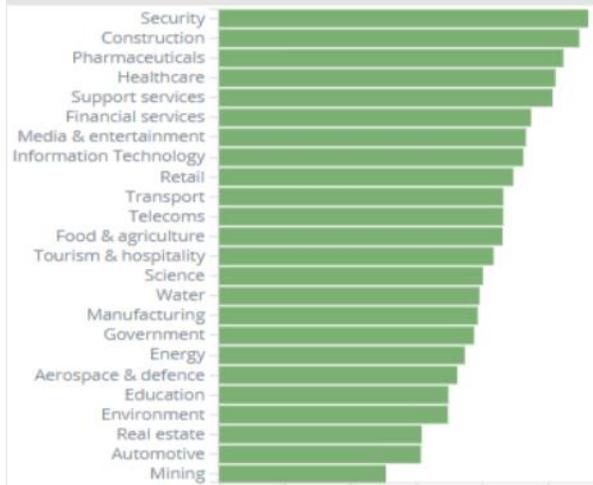
Opportunities by Country



Threats by Sector



Opportunities by Sector





Why us?

ARE YOU IN ONE OF THESE FORWARD THINKING GROUPS?

PLANNERS	INNOVATORS
RISK MANAGERS	MARKETERS
CONSULTANTS	CHANGE AGENTS
RESEARCHERS	INVESTMENT MANAGERS
SECURITY ADVISORS	EDUCATORS
HR MANAGERS	GRANT PROPOSERS
TECHNOLOGY SCOUTS	

IF SO, YOU CAN USE THE WORLD'S FIRST AI-DRIVEN, AUTHENTIC RESEARCH, INSTANT FORWARD INTELLIGENCE, SMART DATA DISCOVERY AND COLLABORATIVE, SYSTEMIC STRATEGIC THINKING TO INSTANTLY IDENTIFY EMERGING RISKS AND OPPORTUNITIES IN THE MARKET BEFORE THEY BECOME APPARENT AND TO PLAN YOUR FUTURE SUCCESS AND ACT IN TIME.

Benefits to you: Do far more with far less effort

You gain an increase in your bottom line, through increased innovation capabilities, fast threat identification and lower research costs making your organization more resilient and agile in the face of accelerating change.

Our self-service, digital consultancy platform helps you to define, gather, analyse, prioritize and distribute forward intelligence about products, customers, competitors, policies, strategies and your environment to support you in 'making better decisions today.' And, as it is evidence linked to the source, you can pause, savour and get the full story as you require.

Our eclectic, interdisciplinary and curated research spans social, technological, economic, environmental and political emerging change and makes the connections and challenges between each using systems thinking.

You receive instant, seamless, personalized, and condensed (Twitter style), hyper-relevant content, inductive and deductive scenarios, prognosis and predictions, a systematic suite of strategic decision-making tools, self-development, virtual collaboration and team building capabilities.

What Makes Us Unique?

There are lots of organizations doing semantic and big data analysis, taxonomies, natural language processing that we use here and lots of people creating futures-oriented, horizon scanning content and strategic foresight platforms but only Shaping Tomorrow does both in real-time and at ~10% of the cost of traditional consultancies. We work to achieve lean compliant and zero-defect processes.

Shaping Tomorrow is close to becoming the equivalent of the front desk research librarian for foresight materials but is also rapidly becoming a cyborg (human/AI) blended service. Our cognitive computing system includes data mining, natural language processing, pattern recognition and increasing machine self-learning to identify weak signals, emerging trends, uncertainties and potential surprises. That leaves you with more effective and efficient data interpretation, idea development, and the application of context and history to the decision-making process.

Shaping Tomorrow is the expert and digital pioneer in helping organizations and individuals make better decisions today through our broad experience in practical, structured analytic techniques. We help put the future right at your fingertips, avoid failures of strategy formulation and to successfully anticipate and prepare for emerging change. We help move you and your organization towards predictive, scenario, and prognosis-based decision-making.

From day one we have worked with members and clients to develop an omniscient, erudite, systematic and real-time strategic foresight, trends research, sentiment analysis, competitive and market intelligence system that's human-centric. It is designed to help organizations be agile, innovative and resilient in the face of rapidly increasing uncertainty and surprise and to work for the good of all publics'. Our service advantages

Daily scanning of ~15,000+ future-orientated professional news and expert sources | Automatic extraction and pattern identification | Instant textual summaries and visualizations | Fast decision-making | Fully collaborative | Multi-lingual and Omni-channel | Intuitive interface | Educational | Actionable | Expert support | Perpetual, personal and enterprise-wide knowledge management | Mobile apps and a developer API | Affordable | Off-the-shelf | Frictionless | Nothing else quite like it 'out there*

* Ian Ivey, NEXT, New Zealand.

[More endorsements](#)

We assist you and our 10,000+ members and 9,000 client and partner users from 150+ countries and 7,000+ organizations to master systematic, predictive, real-time intelligence and trends gathering. We offer smart strategic thinking, forecasting, collaborative innovation, auto-generated scenarios and associated human-generated options analysis, risk & change management to make better decisions today. That means you can complete a project in hours compared to the weeks or months of more traditional approaches.

We engage in holistic strategic planning and synthesized future thinking, automated insights curation, political, economic, social and technological trends scouting and consumer research, future surveys, expert panels, technology scouting, road mapping, threat assessment, business development and knowledge management through public and private engagement on issues key to your future, today.

We have extensive knowledge of scanning, forecasting, strategic thinking and innovation and change management with over 100 years of combined experience in our senior research team. We have significant experience working with and advising international executives, government policy makers and NGOs. Our global research team has doctorate-level, academic and professional, strategic foresight qualifications, science and socioeconomic backgrounds and is used to working in multi-disciplinary teams with clients. And, we have a long history of implementing award-winning transformations of previously underperforming companies.

We offer clients, members, partners and contributors over 100 robust thinking methods and systematic techniques for spotting and responding to emerging change ahead of competitors. We boast the largest, instantly searchable, unique Forecasts database backed by evidence from Insights combining breadth and depth of content coupled with our visible community of over ~3,000 international strategists, futurists, and change agents.



Services

IN TODAY'S TURBULENT BUSINESS ENVIRONMENT ORGANIZATIONS NEED STRATEGIC AGILITY, ONE-STEP-AHEAD COMPETITIVE ADVANTAGE, SYSTEMATIC INNOVATION, AND CONTINUOUS RISK MANAGEMENT SO THAT THEY ARE MORE RESILIENT TO EMERGING CHANGE THAN RIVALS.

- Here is how our robot, Athena, can help you shape your tomorrows by 'making better decisions today' through rapid adoption of new ideas and better mitigation of threats using proven planning processes.
- Athena gathers unstructured text from the Internet, not just numbers, in the form of Insights (raw evidence of emerging change) and automatically extracts verbatim Forecasts from the Insights without human intervention. Over the past four years, Athena has gathered over ~290,000 forecasts covering political, economic, social and technological change from across the globe. She presents these instantly in the form of a fully searchable database and makes these available to our 10,000+ members, 9,000 client and partner users and 7,000 organisations.
- She concentrates on emerging trends, uncertainties and potential surprises, not on past trends. Most reported trends today lag the market. Using them is much like driving your car through the rear-view mirror. Athena concentrates on the future and provides navigation on what the road ahead looks like. A trend is only a trend until it bends. Her job is to point out where the bends in the road will likely occur and to help spot new opportunities and mitigate emerging risks before they hurt you and your organisation.

To get the best use of our service our clients generally take one or more of these approaches:

- They add their own sources to the existing 25,000+ sources added by our clients, futurists and Athena.
- They publish private newsletters, reports, audio files and PowerPoint presentations' in the form of Insights about the future and create Narrative forecasts and Chronologies on emerging change to regularly distribute to their stakeholders.
- They set up private Challenges on interest topics key to them and have Athena create automatic weekly reports. Some clients assign individual topics to their team and ask them to attend a 30-minute weekly meeting to talk about what they learned each week. With ten people in the conversation, this takes just twenty minutes. The remaining ten minutes is spent identifying new patterns, trends and uncertainties that everyone is just noticing, and an action plan developed to spread the word to other parts of their organization.
- They set up virtual or face-to-face facilitated workshops to determine their strategic response to the forecasts using the systems comprehensive suite of best practice foresight, strategy and change management tools. This takes less than one day in a collaborative session whereas traditional exercises take weeks and months and cost large amounts of money. Athena makes no decisions but can offer potential solutions she has gleaned from the Internet.
- They conduct regular stakeholder surveys using best practice future questions to discover how the future might be different and work the responses into their strategic thinking.
- They conduct forward business and competitive intelligence exercises using Athena's forecasts and strategic foresight methods.
- They act as a fast think tank and internal consultancy, providing futures research to any member of their organization that requires it and working with their associates to determine their strategic response.
- They insist that every proposed change contain a view of the future and an explanation of how the proposal will mitigate forward risks and make full use of emerging opportunities.

The most successful clients make foresight part of their vision and culture, practice, measure and communicate their progress continuously and encourage their stakeholders to be part of determining their destiny. In that regard, Athena is a digital coach, personal assistant and online educator through her chatbot capabilities. People with little knowledge of strategic foresight can learn how to become a forward thinker without the need to first achieve an advanced degree over several years.

Athena is multi-lingual, and whereas you tire, make mistakes and only recognize what interests you, she does not. She might miss or misinterpret as you do, but with far less frequency and she will take uncomfortable truths and alternative ideas in her stride. Her developers continue to work to remove any residual bias she may have through their programming.

We offer these services to clients, individual members, and partners in both public and secure private modes.



About us

WE ARE WORKING TO PUT THE FUTURE IN THE HANDS OF EVERY PERSON WHO NEEDS IT. SINCE 2002 WE HAVE HELPED OUR MEMBERS AND CLIENTS 'ANTICIPATE AND PREPARE FOR TOMORROW BY MAKING BETTER DECISIONS TODAY'. WE WANT TO HELP YOU TOO.

Our members and clients come from diverse backgrounds in:

STRATEGY	PLANNING	R&D
PRODUCT MANAGEMENT	S&T	COMMUNITY DEVELOPMENT
FORESIGHT	CHANGE MANAGEMENT	CONSULTING
IT	EDUCATION	RISK MANAGEMENT
DESIGN	POLICY MAKING	INTELLIGENCE

bringing fresh perspectives to old and new issues. They work predominantly in small and medium-sized organizations and corporations as well as for governments, academic institutions, and not-for-profits.

Our members and clients are mostly professionals, with above average intelligence. They are usually highly educated and seek to constantly learn more in pursuit of their work and interests. Reading and thinking is a significant part of their work and they tend to be information sponges, systems thinkers, and good communicators. In pursuit of their objectives, they tend to use technology to research and learn.

What we do

We provide extraordinary breadth and depth of global insights into the future and fresh forecasts and ideas covering all aspects of economics, the environment, healthcare, industries, lifestyles, organization, politics, society and technology and, illuminate the potential implications for organizations through combining:

- unique, specialist services & high-level human expertise
- a holistic, crowd-sourced systems approach

- multi-sectorial, multi-national and multi-dimensional inquiry
- international, national and local situation analyses
- a concentration on big content versus big data believing that less is more!
- the increasing use of visualization, heuristics, machine-learning and algorithms to spot significant emerging signals of change



Our clients

Our national, regional and global clients cover many markets. Our top client interests are in Agriculture, Business Support & Logistics, Consultancy, Chemicals, Defence, Education, Energy, Engineering, Food & Drink, Financial Services, Government, Health, Manufacturing, Not-for-profits, Pharmaceuticals, Professional associations, Retail, Science & Technology, Telecommunications, Transport, Travel & Tourism

Proof points

We have recently helped our clients by:

- Fully researching the future of regulations and presenting our findings to gain agreement among senior policy makers to transform a 100+ years old North American regulatory process that was no longer fit for future purpose
- Writing a deep dive research brief and altering the thinking of engineers and experts about the future of aircraft manufacture in South America
- Developing a multi-approach response to new competitive threats using scenarios and options analysis for a mining and manufacturing company in Europe
- Auditing and facilitating the creation of a fresh vision, values, strategies and change programs for a major Bank in the Middle East

- Continuously scanning the horizon and briefing the clients on the future of animal health and health in Asia and North America
- Determining policy on synthetic biology through a three-day, full evaluation of the emerging issues at a governmental workshop in Australasia

and many more.



What they say

"You have created a unique and very impressive scanning and foresight platform"

James Mason, AllState Insurance United States

"The Shaping Tomorrow workshop was incredibly valuable in demonstrating the potential use of the integrated foresight, strategy and change tools - I am impressed with how widely the tools can be applied to our daily work and how the systematic approach ensures that we cover off areas we perhaps wouldn't think of including in our analysis. I really like its systematic approach and the fact that it can be used in diverse areas such as policy formulation, forecasting, provision of advice to senior levels of government etc."

Raana Asgar - DAFF (Australia)

"Shaping Tomorrow provided the tools and expertise to quickly assimilate market information, identify key drivers and create multiple scenarios. We were able to identify many options to help steer the company and test our strategic plans."

Russell Trueman, Strategic Planning Manager - British Gypsum (United Kingdom)



Our Values

We are the world's lowest cost provider of highly effective, strategic intelligence and ideas, backed up by a passion for service excellence, rapid delivery, and commitment to highly successful outcomes that help our clients exceed the expectations of their stakeholders. We endeavor to be kind, giving, caring, sharing and honest, think tank at all times.

We are:

- **ASSOCIATIVE THINKERS:** joining or connecting ideas and facts from different experiences
- **COLLABORATORS:** bringing together people with a diversity of knowledge to solve problems
- **COMMUNICATORS:** explaining ideas and concepts effectively through multiple means including, writing, speaking, gestures, pictures, diagrams, and stories
- **KNOWLEDGEABLE:** possessing expertise that is both broad and deep and skilled in independent learning
- **PERSISTENT:** continuing to be a perpetual start-up and pioneer of new ways to deliver strategic foresight and change management for the benefit of all
- **FOXES:** we are predominantly [fox-like, rather than hedgehogs](#) in our thinking, suspicious of a commitment to any one way of seeing an issue, and preferring loose foresight that is nonetheless calibrated by evidence gathered from many different perspectives.

We pride ourselves in caring for all our members, clients, partners, and suppliers, always engage in open and honest dialog and act responsibly and practically.

Ownership of solving problems begins and ends with our clients and not with us. Clients proactively solve problems with our guidance rather than just reactively addressing symptoms and learning is passed from our facilitators

to participants in repeatable forms. Clients determine the positive and negative future implications of their solutions and modify their decisions to be sustainable in the medium to long-term thus reducing future waste, cost and time and extending income opportunities and brand reputation.



Contact us

Feel free to contact us at any time. We value your ideas, comments, encouragement and criticisms. And, if we are not satisfying your needs we encourage you to complain. Ask us for a free, 30 minute telephone demo too.

Contact options

Office: +44 (0) 1273 832221

Skype: shapingtomorrow

Email: info@shapingtomorrow.com

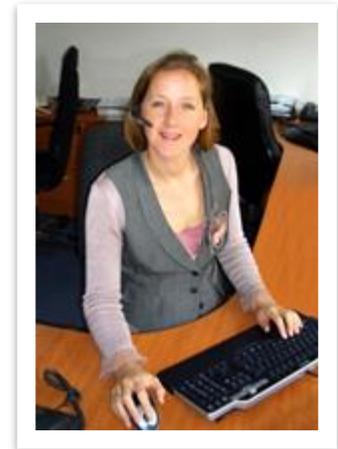
Postal & Registered office address:

Shaping Tomorrow Limited

The Red Barn

Marchants Close

Hurstpierpoint United Kingdom



Shaping Tomorrow Limited is a company registered in England.

Company registration number: 04570133

VAT No: GB805362055

Dun & Bradstreet: 73296396

Foreign Tax ID No: 98-0571261