

The Future and Your Organization

Create an even more successful future by partnering with consulting futurist Bob Treadway. Organizations like yours retain Bob to help them forecast in uncertainty, critically contemplate their choices, prepare, and act on what's ahead. His broad range of experience and 24 years in the field enable him to serve and support you in a wide range of roles.

Presentations on the Future

- **20/20 Foresight** (*highly customized forecasts of your field, industry, market or situation for the next 2-10 years*)
- **Over the Horizon: How to Weather a Long Recovery** (*economic-centric strategies for the next decade and beyond*)
- **Vigilant Leadership: Becoming a Change-Ready Manager**
- **What Won't Change: 7 Principles You Can Count on for the Next Decade**
- **Setting Strategy Like Futurists** (*building foresight practices for integration with strategy and decision-making*)

Roles, Assignments, Projects

- Forecasting/futurist presentations to conferences and to executive and strategy sessions
- Strategy advisor, facilitator, implementation consultant
- Trusted advisor to top level executives and boards
- Workshop instructor on "anticipatory habits" for leadership
- Retreats, think-tanks, long-range visioning sessions
- Decision-making and problem-solving meetings on strategic and other critical issues

Sampling of Our Clients

Berkshire Hathaway
Motorola
Gillette
United Airlines
Howard Hughes Medical Institute
The Federal Reserve
AT&T
Ocean Spray
ExxonMobil
US Gypsum
National League of Cities
Syngenta
American Truck Dealers Assn
Quaker Oats
Pfizer
Wells Fargo
National Corn Growers Association
Delta Dental
Gannett
Travelers
Intermec
Bank of America
Institute for Management Studies
American Library Association
NASA
BEA Systems
Credit Union Executive Society
Yellow Freight
States of California, Iowa, Kentucky,
North Carolina, Texas, Wisconsin
University of California, Loyola,
Kansas State, Oregon State, and
Illinois State Universities



Helping clients act on the future since 1986

Contact Us

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What Clients Have to Say:

"Your presentation balanced serious challenges of the current environment with long term optimism, no easy task but you handled it perfectly. I have heard other experts present and there are 2 primary observations: 1 - they offer dozens of statistics and show how smart they are but haven't properly pulled it together in a cohesive way for their audience and 2 - they get pulled into the "expert" trap and start telling people WHAT to think. Bob, your workshop helped the audience with HOW to think about their own businesses in the future."

Rob Waterhouse, Chief Marketing Officer, US Gypsum

"Outstanding! Invaluable. Exactly what we needed as we moved into the strategy development process in Manufacturing and Technology Operations."

Jim Noone, VP HR, The Gillette Company

"Best futurist in the country."

Phil Erli, EVP, Ringgold Telephone

(Rated the most innovative telecommunications company in the US)

"Thank you for the outstanding session you conducted for our Division Presidents. The unique way you adapted the possibilities of tomorrow with the problems and opportunities that face us today caused everyone to leave that meeting with something tangible to apply to their companies. Bob, I have been selecting conference speakers for the last twenty years and I rate you among the best."

Ken Semelsberger, COO, Scott Fetzer division of Berkshire Hathaway

"I am more than pleased to recommend you to anyone looking for someone of your immense talent. From your first presentation for us in 1996 to your sixth appearance recently you've never failed to elicit outstanding evaluations from our attendees. Our audiences can be pretty critical in passing out compliments. In my 14 years as CEO I would place you in the top two of presenters we've hired."

Fred Johnson, CEO, Credit Union Executive Society

"Bob has a great combination of skills that serve him well as a facilitator -- organization, versatility, technical savvy, tact, firmness, insight, perseverance, patience, plus a well-rounded background and set of experiences."

**Fred Gebarowski, Associate Executive Director
ISA - the International Society for Measurement & Control**



Bob Treadway

In his 24th year as a consulting futurist, advisor, and strategy facilitator.

Clients range from large corporations to major trade associations to government agencies to small organizations exceptional in their innovation and foresight.

Over a thousand keynote addresses and hundreds of executive and director strategy sessions and decision-making meetings since 1986. Bob's work took him to 8 countries and 139 cities in the past two years.

Trusted advisory to loyal clients who've retained him for 7, 10, and even 17 years in fields as diverse as agriculture, healthcare, executive education, financial services, information technology, cooperatives, and telecommunications.

His career includes segments in engineering, broadcasting, advertising, academia, marketing, and management.