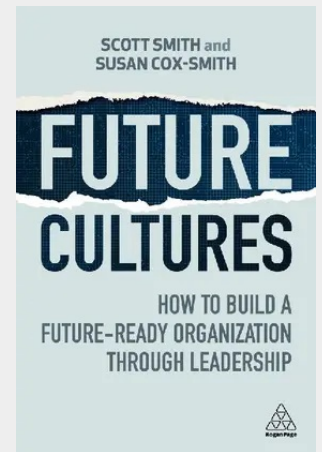


Future Cultures

How to Build a Future-Ready Organization Through Leadership

It's hard to know what specific opportunities, technologies or challenges the future will bring. If you want to overcome the uncertainties of tomorrow, it's essential that you build a future culture. The potential for success is limitless for businesses which develop a culture designed for innovating and adapting to the future. Drawing upon decades of experience as futurists and consultants, **Scott Smith** and **Susan Cox-Smith** offer proven strategies that will allow you to fundamentally rewire your culture so that it becomes more fluent, agile and prepared to deal with whatever tomorrow will bring. From futureproofing your brand and manifesto to adapting the experience of your workforce, **Future Cultures** offers practical tools and techniques that will bring your focus out of the past and into the future. Through first-hand interviews and case studies from multinational companies such as IBM and the UN, this book will show how you can join the world's most innovative businesses by prioritizing tomorrow today.

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