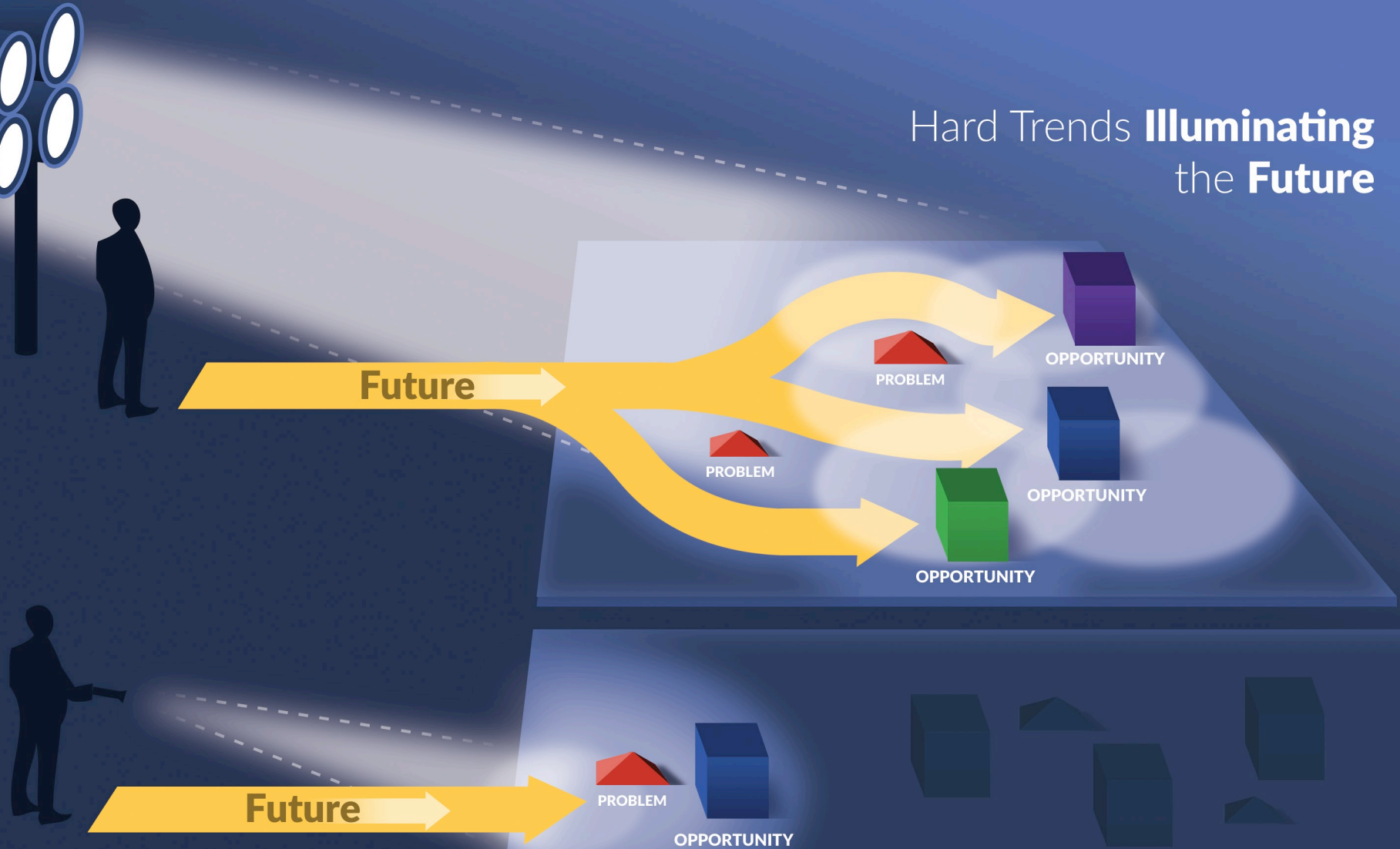


Hard Trends **Illuminating**
the **Future**



Is Your Futureview **Limiting Your Future?**

Your Futureview will determine the **Future You!**

Burrus Research[®]

The Futureview Principle

How you view the future will shape how you act today, and how you act today will shape your future. Your Futureview will determine the future you!

Becoming aware of your own Futureview puts a tremendously powerful strategic tool in your hands. Your Futureview influences which actions you'll take, and which actions you'll avoid.

It's clear that Blackberry had a different Futureview than Apple had. Blockbuster had a different Futureview than Netflix. These companies' Futureviews shaped their future.

If you can elevate your Futureview, based on the Hard Trends and transformational changes that are shaping the future, you will elevate your future.

Are you managing the Futureview of: Your Employees, Your Customers, Your Business Partners, and Your Vendors? If you aren't managing their Futureview, someone else is.

Your Futureview will determine the **Future You!**

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