

# Global Future FITness Study 2023

## What is Future FITness?

- ◆ Is a capability to anticipate and assess drivers of change, understand systemic effects and foresee consequences to take a proactive posture towards change.
- ◆ It is measured by comparing the need and maturity of an organization's strategic foresight capabilities.
- ◆ It leverages this forward awareness to accelerate system-level change, develop a wider set of opportunities and drive desirable futures for you, your organization, and the planet.

## We'd like to invite you to join our Future FITness study

In this study 20 academic institutions from around the world will benchmark 400 commercial, governmental, non-profit, small, medium, and big organizations.

EDHEC Business School

**#7** BUSINESS  
SCHOOL IN EUROPE

## Our expertise

Operating from campuses in Lille, Nice, Paris, London, and Singapore, EDHEC is one of the **top 10 European business schools**. Fully international and directly connected to the business world, EDHEC commands a strong reputation for research excellence and the ability to train entrepreneurs and managers capable of breaking new ground.



Receive an **assessment and recommendations on your own capabilities** and how to prepare for future success



Gain **access to best practices** through workshops, webinars, and white papers



Leverage **knowledge from 15 years of benchmarking work** among 500 companies



**Network with leading companies** within and outside of your industry



Receive **support to socialize benefits and usage of foresight** in your organization



Get a detailed  
pdf report and  
a personalized  
workshop

## Why participate in the study?



It gives insight into how your organisation is performing foresight



It provides insight into how you are doing foresight in comparison with other organisations



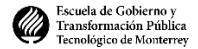
It provides insight into how to improve your foresight



It provides insights into how foresight at your organisation has evolved throughout the years

# Academic Partners

We are working with over 20 other universities from 5 continents.



In our past research we find that companies with high Future FITness outperform their rivals with:

**+ 33%**  
in profitability

**+200%**  
higher market  
capitalization growth

**44%**  
to make it to the group  
of best outperformers  
in their industry cluster

## Research Team / Contact us now to discuss



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## Strategic Foresight

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