

## AN INTRODUCTION TO TOFFLER ASSOCIATES

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### Our Vision and Purpose

Toffler Associates is a strategy consultancy, helping leaders build the extraordinary organizations of tomorrow. We serve as a catalyst for change for clients with tough problems to solve, creating impact through knowledge of the forces of change that will shape the future.

To accomplish this, we employ a collaborative approach to guide clients in the development of Knowledge Age business strategies. Our Future Proof<sup>SM</sup> business consulting service provides clarity by identifying the risks and opportunities that may lie ahead, enabling leaders to implement the changes necessary to create value, to sustain growth, and to succeed in future operating environments.

We work with numerous public-sector clients in the Department of Defense, federal civilian agencies and the intelligence community, many of whom struggle with industrial age structures, to develop knowledge age solutions and to implement ways to use scarce resources more effectively, ultimately in an effort to build lasting public trust.

We are a strategy consultancy.

We help leaders build the extraordinary organizations of tomorrow.

We create impact through uncommon knowledge of the forces of change that will shape the future.

We work with private-sector clients – like those in the transportation, aerospace, chemical, energy, information technology, and defense markets – to create and execute innovative strategies that drive new markets and top-line growth.

We find daily inspiration in working with government agencies and commercial enterprises that are creating something that really matters to people – clients who are trying to make a difference in all of our lives.

This is the passion that unites our firm as one community.

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### Key Differentiators

Toffler Associates is different because we start in the future and look back to see what is really driving change around us. We conduct full spectrum analyses across economic, technological, market, industry, and organizational boundaries to identify high-return transformation strategies. We are not theorists; we are practitioners with vision and the ability to achieve results.

Our model for understanding change and its implications is a legacy passed to the firm by our founders, world-renowned futurists Alvin and Heidi Toffler. Our approach is a contemporary expansion of their efforts, combining forward-looking methodologies, in-depth industry knowledge, and powerful insights gained through a network of global experts to turn analysis into action.

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## Competencies and Unique Resources

Value Creation	Risk Management	Innovation	Transformation
<ul style="list-style-type: none"> <li>• Corporate &amp; Business Unit Strategy</li> <li>• Strategic Planning</li> <li>• Growth Strategy</li> <li>• Market Shaping Strategy</li> <li>• Globalization Strategy</li> <li>• R&amp;D Portfolio Strategy</li> <li>• Risk Assessment and Management</li> </ul>	<ul style="list-style-type: none"> <li>• Competitive Landscape Mapping</li> <li>• Market Segmentation &amp; Sizing</li> <li>• Competitive Assessment</li> <li>• Opportunity Analysis</li> <li>• Customer Analysis &amp; Management</li> <li>• Supply Chain Risk Assessment</li> <li>• TACIT™ – Toffler Associates' Commercial Intelligence Techniques</li> </ul>	<ul style="list-style-type: none"> <li>• Future Market Assessment</li> <li>• Competitive Landscape Assessment</li> <li>• Alternate Futures</li> <li>• Convergence Analysis</li> <li>• M&amp;A Strategy Development</li> <li>• Target Identification and Screening</li> <li>• Strategic Due Diligence</li> <li>• Post-Merger Integration</li> </ul>	<ul style="list-style-type: none"> <li>• Human Capital Strategy and Planning</li> <li>• Strategic Communications</li> <li>• Future Benchmarking</li> <li>• Organizational Agility and Implementation</li> <li>• PROPEL Executive Coaching™</li> <li>• Voice of the Customer</li> <li>• E-Cornell Executive Learning</li> <li>• Full Spectrum Exploration®</li> </ul>

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