LAI Leading Authorities, Inc.

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How to Think Like a Futurist. Today's leaders are tasked with managing their teams and steering them toward their goals in this midst of unprecedented disruption, while simultaneously preparing their organizations for the possible futures of their industries. What strategies can leaders leverage to position their organizations for future success and navigate them in making their ideal futures a reality? In this talk, leading strategic foresight, and future studies management consultant Melanie Subin influences audiences to think like a futurist and introduces them to the concept of foresight, as well as its approaches and tools. As she walks audiences through its various phases, from signal identification to scenario planning, she provides a deeper understanding of how to implement foresight into their organizations in support of purpose, and more innovative and higher performing futures.

Three Potential Futures for Your Industry. What does the future of your industry look like? It's a question that keeps leaders up at night as they prepare their organizations for what's ahead. A widely respected trends, scenarios and strategic foresight leader, Melanie Subin spearheads extensive research initiatives into future tech and trends and extracts key data points and insights to help organizations make strategic decisions for how they will continue to adapt and evolve. In this captivating presentation, Subin presents an immersive view of three potential futures tailored for the industries and businesses relevant to the audience, weaving in present day signals and possible future outcomes to cast a vision for the possibilities in 2035. Subin will share the foresight methodologies used to create these scenarios, while providing experiential views of the future.

The Top Five Technologies You Need to Know. A futurist and strategic foresight consultant to top companies and organizations across various industries, Melanie Subin is a practitioner with leading-edge knowledge and insight into the technologies that will play a key role in the evolution of business and society. In this talk, she presents five emerging technology trends that have the potential to impact your industry in the next five-to-ten years, as well as the opportunities they present to innovate and dominate your field. This includes trends that are closely related and near-term, as well as more adjacent or tangentially related trends that stretch the thinking of the audience.

Into the Metaverse. No conversation about the convergence of business and emerging tech is complete without mention of the metaverse – the immersive digital realm that will offer heightened capabilities for virtual reality experiences. But what does this all mean for businesses, and how can they leverage this new tech to connect with consumers and support their strategic objectives? In this compelling deep dive into the metaverse, futurist Melanie Subin provides a high-level overview of what the metaverse actually is, traces its origins, and breaks down its foundational technologies. The

conversation advances into a deep exploration of the key impacts of the metaverse on your industry and business, with Subin also sharing valuable strategic considerations for your organization relevant to the changes the metaverse will bring.