

FUTURE POINT OF VIEW

# WHO WE ARE

Future Point of View is a boutique, digital-strategy firm with home offices in Edmond, OK and resources across the United States.

We are uniquely talented at studying what organizations are doing with technology and turning that information into useable, effective strategy to help execute the technology initiatives within your organization. For more than 12 years we have helped organizations become world-class at leveraging technology to create a competitive advantage.

Our focus is simple: develop winning digital strategies, educate clients, and support them in implementing these strategies to gain competitive advantages and sustainable results.



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## OUR SERVICES PROVIDE IMMENSE VALUE TO ORGANIZATIONS OF EVERY SIZE AND IN EVERY INDUSTRY.

### UTILIZING TECHNOLOGY TO INCREASE PROFITS

[Digital Maturity Assessment:](#) We have identified nine dimensions of digital maturity that every organization needs to measure. This comprehensive online or consultant-led assessment focuses on specific dimensions within our digital maturity model to help an organization understand its current digital maturity, as well as its risk in each dimension.

[High Beam Leadership Strategy:](#) We help develop a three to five-year organizational digital strategy and augment leadership's ability anticipate trends that will impact their organizations and strategy.

[Data Activation \(BI\) Consulting and Strategies:](#) Data activation is your ability to use data to improve efficiency, make better decisions, and more effectively serve your constituents. We help teach you and help you design strategies around using data to gain a competitive advantage.

[Technology Vendor Selection:](#) A major technology or software vendor selection can be one of the most critical decisions an organization makes. Often these relationships are like "marriages" in which there is enormous investment both financially and in time. A bad vendor selection can set you back years. We will walk alongside leaders as they make a major software vendor decision, helping them to understand requirements, interview potential vendors, and make a final selection that they can rest well with.

[Digital Strategy Roadmap Design:](#) We help you develop and document the action items needed in order to accomplish your organizational mission. This is done in 2, 3, or 5-year time horizons.

[Citizen Data Scientist Program:](#) Data scientists are expensive and hard to find. Our Citizen Data Scientist Program helps organizations build data specialists internally using their own team. We help turn existing team members into data specialists so they can help an organization harness the awesome power of data science.

## WORK FROM HOME STRATEGIES & TECHNIQUES FOR LEADERS

Leading, managing or overseeing a group of home-based workers is very different than having everyone at the office. The dynamics are different and although technology can help us communicate, it cannot replace some of the human interactions that happen when people are physically together.

We help organizations develop winning [WFH Strategies](#) to make sure the team and organization is just as efficient as if everyone was still in the office.

We also provide [Work from Home Playbooks](#) around three types of potential work from home events (health emergency, weather emergency, and physical disaster). These playbooks are broken up into two sections. The first is “Engagement.” This is how an organization would migrate from a physical office to a work from home environment in the event of an emergency. The second is “Disengagement” or how an organization would return to a normal working environment after a work from home emergency has ended.

## DIGITAL CONTENT STRATEGY

[Annual Content Programs \(ACP\)](#): We help develop a stream of content that will be meaningful to consumers and help maximize visibility. The types of content we produce include social media, blogs, vlogs, podcasts, white papers, eLearning, live workshops, keynotes, trainings, and much more.

[Speaking and Workshops](#): We have a team of experienced speakers that can educate and entertain audiences on a wide variety of subjects. FPOV speakers have performed to audiences both large and small in areas across the world. We can hold engaging presentations in-person or remotely.

[Rivers of Information®](#): We guide team members in the development of a self-learning platform that helps them, and therefore the overall organization, streamline the content consumed to maximize knowledge-growth in specific, chosen areas.

## WHO WE WORK WITH

We work with organizations in many industries, from medium-sized to multi-billion-dollar international entities. We pride ourselves on being more than consultants, engineers, and educators. We're partners. We are wholly invested in our clients' future success.



*"We anticipate that we have seen a 30-38% lift in our efficiencies. By and large, I think we can say that the Warehouse Management System and the technology {FPOV helped us to select and execute} is the reason why we have seen such a lift."*

**VP of Operations @ Jasco Products**  
[\(read the full case study\)](#)

WE ARCHITECT  
WORLD CLASS  
DIGITAL STRATEGIES

learn more @ [fpov.com](http://fpov.com)

## WHY WE DO WHAT WE DO

### WE ARE INSPIRED BY TECHNOLOGY, LEARNING, AND POSITIVE GROWTH.

First and foremost, we love educating leaders. It's what gets us out of bed in the morning; it's our shot of coffee on the way to work. Seeing the organizations that we help thrive, even under challenging circumstances, is exhilarating.

### We believe in technology.

We understand its power to transform. We are also aware that this transformation can either be a positive one or a negative one. We aren't technology cheerleaders; we are technology teachers. We want technology to be a force for good in both the organizations that we work with and in the broader world. That's why we do what we do.

**WE ARE PASSIONATE  
ABOUT TEACHING  
TECHNOLOGY SO THAT IT  
CAN PROVIDE A POSITIVE  
INFLUENCE ON  
ORGANIZATIONS.**

access educational resources @ [fpov.com/edu](https://fpov.com/edu)

## OUR COMMITMENT TO YOU

We are committed to providing value to you and to being a positive force in your organization's advancing journey forward. We understand our duty, and we do not take our mission lightly. We have rules that we have imposed on ourselves as a reminder of the importance of our mission and our responsibility to our clients:

//We will do no harm: We will not cause disruption, distraction, or drama while building solid relationships within all layers of your organization, and we will never become a part of internal politics. We will also honor confidentiality when working with the entire team.

//We will always charge a fair amount for services rendered: We always consider client return on investment when finding agreement on rates. We also will keep expenses to a minimum by traveling conservatively.

//We teach you to fish rather than fish for you: We are committed to completely teaching you how to be successful with technology because we want your organization to grow long after our engagement is over.

//We will always be frank with advice: Maturing with technology is never easy. That is why we are dedicated to recommending you the most honest advice, even if that advice is difficult to deliver. Sensitive topics will always be handled with complete discretion and care.

//We will always provide top quality work: From our ideas to the way we present these ideas, our work will always be above industry standards.

//The work we do lives on: All forms, documents, and tools which we provide remain available for your team to continue to use within your organization. When this project is closed, the knowledge gained and resources we worked on together remain behind and can mature with your organization.

## ABOUT FUTURE POINT OF VIEW

Our team has marketing-savvy technologists with a deep understanding in business operations, sales, and management. We work to help clients identify the weaknesses in their skills, processes, culture, or infrastructure, and then assist in closing those gaps.

Organizations must continually improve how they balance the use of technology with the human element of business processes. Mastery in this quest will lead to amplified profits and long-term prosperity. The economy will favor leaders who learn to be world class at executing on thought-leading strategies and will punish those who believe they can tread water.

This is the life-long mission of FPOV – to help clients achieve a high level of Technology Mastery. We all benefit when people use technology in more powerful ways.



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