

FUTURE POINT OF VIEW

HIGH BEAM STRATEGY

HIGH BEAM STRATEGY ALLOWS LEADERS TO ACCURATELY SEE THE ROAD AHEAD AND MAKE SOUND DECISIONS REGARDING THEIR ORGANIZATION'S FUTURE.

IT HELPS THEM LOOK FARTHER DOWN THE ROAD THAN ANYONE ELSE AND UNDERSTAND HOW TO TAKE THEIR TEAMS ALONG WITH THEM.

FPOV
FUTURE POINT OF VIEW

3856 S. Boulevard # 100
Edmond, OK 73013
405.359.3910

fpov.com
info@fpov.com



THE LEADERS THAT SEE THE FUTURE MOST CLEARLY ARE THE ONES WHO HAVE THE MOST SUCCESS.

In these times of high-velocity change, leaders need to see into the future to avoid miscalculations. Just like high speed drivers, today's leaders must use a "high beam" strategy to maximize their performance. This strategy allows leaders to see the road ahead accurately and make sound decisions regarding their organization's future.

WHAT IS HIGH BEAM STRATEGY?

High beam leadership requires developing a high beam strategy, one that builds on the ability to spot trends and react to them. It requires being able to take advantage of a trend, or defend against its negative impact.

Becoming a high beam leader takes effort. The process involves staying current on three types of trends: organizational, industry, and macro trendspotting, tying these trends to your organizational strategy, and developing a robust investment portfolio.

BECOMING A HIGH BEAM LEADER

Becoming a high beam leader will require changing the way you view the world and your industry. This is not an easy shift. Future Point of View offers tools and techniques for future-casting in your organization and in your industry. We offer private and public education to develop leaders' high beam vision. This includes teaching ways leaders can begin:

- **Identifying Trends** – Forecast trends in your industry that will be impactful
- **Create a View of the Future** – Build an illustration of what the future will look like in your industry
- **Understand** the concept of rivers of information and work to form a river
- **Creating an Action Plan** – Create a blueprint on how to guide your organization into this future and seize opportunities for growth
- **Communicate** this vision with employees/staff/co-workers and share this vision with those around you to inspire and motivate the whole organization.

WHY IS IT IMPORTANT?

1// PROACTIVE HIGH BEAM STRATEGY If you cannot spot upcoming trends you cannot react to them quickly enough. Being a high beam leader means you can leverage emerging trends to your advantage to be a leader rather than a follower. Every organization needs high beam leadership to survive and beat the competition.

2// HIGH BEAM TECHNOLOGY INVESTMENT The business leaders who adopt and invest in a high beam strategy are the ones who can see the furthest into the future, anticipate what lies ahead, and push their organizations at high speeds. In today's high velocity environment, low-beam strategy just won't cut it.

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.**

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

Future Point of View is a technology-strategy firm with corporate offices in Oklahoma City, OK and resources spread across the United States. We have been helping organizations become world class at leveraging technology to create competitive advantage for more than two decades and have years beyond this in collective experience across our consultants.

We work with organizations in many industries, from medium-sized to multi-billion-dollar international entities. Our focus is simple: develop winning strategies, educate clients on market-leading best practices, support them in implementing these strategies to gain competitive advantages and sustainable results.

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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