

AMY ZALMAN, PH.D.

Futurist, Transformation Expert, Keynote Speaker



For over fifteen years, Amy Zalman has been helping organizations and individuals understand critical trends shaping our shared global future, and apply those insights to accelerate innovation by developing bold new stories when new conditions make existing stories obsolete.

As the CEO of Prescient (a foresight consultancy), former Chief Executive Officer of the World Future Society, and the former Department of Defense Chair of Information Integration at the U.S. National War College, Amy has played instrumental roles influencing how professionals, leaders and organizations make sense of emerging trends to improve their strategic decision making.

As a public speaker and workshop leader, Amy is a charismatic communicator who marries high intellectual caliber with clarity, empathy and humor, turning audiences into active participants and inspiring them to tell their own bold new stories

- IN THE MEDIA -

The Atlantic



E&T
ENGINEERING & TECHNOLOGY

V.O.A.
Voice of America

THE
HUFFINGTON
POST



The Guardian

Praise for Amy

"We found Amy to be an engaging and knowledgeable presenter, who was able to break down complex issues and introduce new ways of thinking to help us understand our role in shaping the future--for ourselves, as well as for our company."

Elizabeth Nieto
SVP & Global Chief Diversity & Inclusion
Office, MetLife

"Your recommendations for how leaders can more productively plan for the future provided a clear and attainable path forward for everyone in the room. By breaking down your strategies for future forecasting into simple and achievable steps, you encouraged the audience to see the future as something they have the capacity to shape, influence and benefit from, instead of something they must reactively respond to. For leaders who operate in a strategic environment, this distinction is crucial."

Jennifer Jefferis
Professor, National Defense University

Speaking Topics

Change your Story, Transform your Future

Transformative change takes place when people start telling new stories about who they believe they are, and where they are headed next. Learn how to jump start your own new story for transformative change.

Critical Global Trends Shaping Your Future

Pivotal changes in the environment, culture and technology put many organizations at decisive crossroads. Find out which trends are critical for your decision making now.

Beyond States: The Future of the Global Security Environment

The world can seem increasingly unsafe as the models and norms of the 20th century fade from view. Discover what governments and firms can do today to reshape a secure environment for nations and individuals.

Booking Information

- Keynote Address \$12,500
(government and non-profit rates available)

- Half- and Full-day Seminars and Workshops:
call for rates

For more detailed information about Amy's presentation topics or to book Amy for your next event, please contact us at:

Phone: 202-573-8313
Email: info@prescient2050.com



KBS Future Forum, 2015

LEVERAGING the power of narrative and STRATEGIC FORESIGHT to accelerate innovation

All organizations have a narrative—a story—about themselves. It explains where they came from, what makes them distinct from others, and where they hope to be in the future.

But not all organizations have a strategic narrative: A purposeful, compelling, and transformative story that unfolds in real time toward a desired future. In it, all stakeholders play a meaningful role shaping that future through decisions, interactions, communications, and actions.

In a complex, communications-driven and transparent era, all leaders need the ability to shape a powerful story in their strategic toolkit. When your story resonates with all of your stakeholders, you have in your hands a significant lever for shaping how it actually unfolds.

By leveraging the universal human impulse to structure our experiences as a story, and fusing these with strategic intention, even complex organizations can develop transformative narratives that guide present behavior in order to shape desired future conditions.

"Amy Zalman is one of the few people I have met who can not only think with foresight about the future, but can also lead others when thinking about the future Amy excels at peer leadership of like-minded professionals, so that individually and collectively we are better reflective, critical and creative thinkers, and our conclusions more powerful in informing learning and thinking about the future."

- Colonel (Retired) Jim Greer, Ph.D.

"...Avoiding leading with pre-cooked solutions, it was Amy's set of questions and gentle provocations that transformed the event into one of genuine collaborative discovery."

-David Wood,
Chair, London Futurists; Principal, Delta Wisdom

"Amy Zalman spoke passionately and shared her insights about the future with inspiring scenarios. Through her speech and presentation, she gave hope to youth and business leaders who have so many question marks in their minds about how to create a better world. I would highly recommend Amy Zalman as a futurist keynote speaker who has deep expertise in especially strategic foresight and global security."

-Ufuk Tarhan,
President, M-GEN Digital Marketing Agency, Istanbul



Selected Audiences

Abu Dhabi Police Administration
Headquarters, Abu Dhabi, UAE

Atlantic Council Global Strategy Forum,
Washington, DC

Association of Strategic Planning,
Washington, DC

Berks County Community Foundation,
Reading, PA

Brooklyn Futurists, Brooklyn, NY

Forbes Mexico Summit, Mexico City, Mexico

G20 Young Entrepreneurs Alliance,
Istanbul, Turkey

Global Leaders Forum, Seoul, Korea

Global Reporting Institute, Rome, Italy

KBS Future Forum, Seoul, Korea

London Futurists, London, UK

MetLife, New York, NY

NATO International School of Azerbaijan,
Baku, Azerbaijan

NATO Supreme Headquarters Allied Powers
Europe, Jurmala, Latvia

Near East South Asia Center for Strategic
Studies, Washington, DC

Netherlands Ministry of Foreign Affairs,
Amsterdam, Netherlands

PCMA Business School, Nashville, TN

PCMA Thought Leadership Forum, Mt. Vernon,
VA

Prospectiva del Mundo 2015, Mexico City,
Mexico

TEDx Georgetown, Washington, DC

Unilever, Istanbul, Turkey

US Army Training & Doctrine Command, Fort
Lee, VA

US Intelligence Agencies, Washington, DC

US National Institutes of Health, Bethesda, MD

US Office of the Secretary of Defense for
Intelligence Support for the Warfighter,
Arlington, VA

US Office of the Secretary of Defense
Highlands Forum, Monterey, CA

US Treasury Executive Institute, Washington

World Future Society, Orlando, FL

Worldwide Security Conference, Brussels,
Belgium

Wyomissing Foundation, Wyomissing, PA

Yeditpe University, Istanbul, Turkey