

# The Future of Business: 3 Perspectives

Wednesday, June 8, 2016

*Meet & Greet at 6:30 pm / Program from 7:00 – 9:00 p.m.*

George Washington University, Duques Building, 2201 “G” St. (Room 453)



The Leadership of the *National Capital Chapter of The World Future Society (NATCAPWFS)* Announces The Last of Our 2015/16 Speaker’s Series, Held at George Washington University.

**SAVE THE DATE!**

Join Us For A Fascinating Discussion with: **Dr. William Halal, Dr. Claire A. Nelson, and Mr. Jim Burke**, who will share perspectives from their chapters in the new book, ***The Future of Business: Critical Insights on a Rapidly Changing World by 60 Futurists.***

## **Forecasting Strategic Disruptions – Strategic Change is Inevitable**

**William Halal** is Professor Emeritus of Management, Technology, and Innovation at George Washington University. An authority on Emerging Technology, Strategic Planning, Knowledge, and Institutional Change, he is the Founder and Chairman of TechCast, and co-founder of the Institute for Knowledge & Innovation, a collaboration between the GWU Schools of Business and Engineering. He is a former Major in the USAF and was an engineer on the Apollo Program. He studied Engineering, Economics, and the Social Sciences at Purdue and Berkeley Universities.

## **Storifying Foresight: Scenario Planning as a Tool for Improved Change Management Processes**

**Claire Nelson** is the Chief Ideation Leader of The Futures Forum and Sagient Futures LLC. She has been active in the International Development sector as a Project Manager, with a particular focus on Multi-sector Strategic Planning, for more than twenty-five years. A Sustainability Engineer, Social Entrepreneur, and Futurist, she was recognized in 2012 as a White House Champion of Change. She holds Industrial Engineering Degrees from SUNY Buffalo and Purdue University, and a Doctorate in Engineering Management from George Washington University.

## **Is the Future of Design Thinking in the Future of Business Foresight?**

**Jim Burke** is the Manager for Forecasting & Innovation Solutions and a Corporate Technology Fellow at Engility Corp. He specializes in Forecasting, Technology Assessment, Change Management, Innovation and Design Thinking. A Past President of NATCAPWFS, he is also active in interfaith exchanges. He retired as a Colonel after 24 years in the USAF. He holds a Masters in Science and Technology Studies from Virginia Tech, an MPA from Univ. of N. Colorado, and a BA from the University of Detroit.

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## Cost

Members - \$8 & Non-Members - \$12.

GWU Faculty & Students (from any institution) - No Charge.

## Registration

**Register at <http://www.natcapwfs.org/events.htm>.** We request that all register online, in advance. If unavoidable, we will accept cash and personal checks at the door; but no credit cards, please.

If you would prefer to mail a check, send check payable to: WMAC of the WFS.

**Mail To:** *Ronald Muller, 9904 Frank Tippet Rd., Upper Marlboro, MD 20772*

## Location

George Washington University, Duques Building, 2201 "G" Street - Room 453

## Metro

Foggy Bottom / GWU

## Walking Directions

- 1) Exit Foggy Bottom Station (Blue/Orange/Silver Lines) and cross 23rd St.
- 2) Walk one block east on "I" ('eye') St.
- 3) Turn right on 22nd St., and walk approximately 2 blocks south to 'G' Street.
- 4) Turn right, and the entrance to The Duques Building is on the right.

## Parking

Parking on campus is challenging due to construction; we encourage public transport. Street parking is available, but limited; and time limits are strictly enforced. There is DC street parking in the immediate vicinity. Visitors and guests of the GWU Campus may also be accommodated at:

- **Academic Center Garage** (on I ('eye') St. between 21st and 22nd Sts.). Open 24/7.
- **Marvin Center** (on H St. between 21st and 22nd Sts.). Open from 7 a.m. til midnight daily.
- **G Street Garage** (entrances on 20th and 21st Sts. in alley way between F and G Sts.). Open 24/7. *[Self-service garage, and only accepts MasterCard and Visa for payment]*
- **Rates: 1 hr-\$10 / Up to 2 hrs-\$16 / Even. Max. (5 p.m. til midnight): \$10 Overnight (12am til 2am): \$10**