



TRAINING

IFTF Experiential Futures

Thinking about the future gives us analysis and strategy, but *experiencing* the future makes possibilities tangible and actionable. IFTF Experiential Futures training provides the missing piece that will transform how you envision and shape tomorrow.



“ It is better to be surprised by a simulation, rather than blindsided by reality.”

— Jake Dunagan,
IFTF Experiential Futures
Instructor;
Stuart Candy,
Futurist and Designer

Proven Impact

This unique approach has brought possibilities to life for governments, businesses, and organizations worldwide. It has helped U.S. mayors envision and create artifacts from their cities' futures and enabled major auto manufacturers to push innovative design boundaries. Beyond visualization, Experiential Futures enhances strategic thinking, policy design, and product development.

Why It's Different

Unlike traditional foresight methods with their trend reports and presentations, Experiential Futures enables mental time travel into spaces of possibility. Participants don't just visualize the future — they experience what it's like to be there and learn from those journeys. This immersive approach, developed by Jake Dunagan and Stuart Candy nearly two decades ago, transforms how we engage with possible futures.

IFTF Experiential Futures training guides you through a three-phase process:

building robust future worlds, creating tangible experiences from those worlds, and translating those experiences into actionable insights. The course connects these insights to practical outcomes that will transform both your personal outlook and organizational strategy.

After taking this course, the future will never feel the same.

Course Includes:

Expert Instruction

- Learning with co-inventor of Experiential Futures, Jake Dunagan, and acclaimed Brazilian design futurist Jacques Barcia.

Hands-on Learning

- Hands-on practice with original tools and techniques for designing and facilitating Experiential Futures
- Production of artifacts and media from the future, with links to practical applications
- Thoughtful use of generative AI in the creative process

Practical Application

- Insight-to-action session for personalized post-training application

Professional Development

- Networking with a diverse cohort of foresight practitioners and designers
- Official certificate of completion of IFTF Experiential Futures Training



Course Format and Learning Outcomes

In three 3-hour, live-online sessions, participants will:

Learn the core tenets of the Experiential Futures ladder.

Use robust methods and tools to design immersive experiences and tangible artifacts.

Generate insights and learn how to apply them to real-world strategic contexts.

Explore creative ways to apply your new skills.

REGISTRATION: \$2,000

Space is limited. Early registration recommended.

LIVE ONLINE: 3 sessions, 3 weeks

July 17-31, 2025

MORE INFORMATION

www.iftf.org/experiential-futures-training

EMAIL

register@iftf.org

“ We must move beyond used visions of utopias and dystopias, and prototype alternatives to hack the future.”

—Jacques Barcia,
IFTF Experiential Futures Instructor