

TOFFLER ASSOCIATES
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FREQUENTLY ASKED QUESTIONS

Who is Toffler Associates?

- [Toffler Associates](#) is a strategy consulting firm that helps clients create enduring success by better understanding the forces driving change around them and preparing for what the future will demand.
- With consultants across the nation, the firm has offices in Manchester, Mass. and Reston, Va.

What is unique about Toffler Associates?

- We believe society needs help today to secure tomorrow. Our focus is turning what *could be* into what *will be*. And our goal is to create a better future and a better world by helping our clients make rational and informed choices when deciding how to evolve.
- Using sophisticated and individualized tools such as Alternate Futures and Future Market Assessment, Toffler Associates builds accurate pictures of the future for clients and helps them determine what they need to do now to help ensure success tomorrow.

How do you work?

- Our work is not academic – our consultants provide actionable recommendations that help leaders create step-by-step plans that position their organizations to thrive moving forward.
- We combine our own in-depth industry and other knowledge and forward-looking methodologies with powerful insights from our network of renowned global experts to turn analysis into action.
- By connecting those dots, we create a true future perspective and help our clients look back from that vantage point to plot a clear, smart path ahead.

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What do you provide your clients?

- As trusted advisors, we give clients the confidence and clarity of purpose that can only come from a firm command of what lies ahead. That confidence translates into strategies that drive top-line growth, build lasting public trust, and help use resources more effectively.

Who works at Toffler Associates?

- Toffler Associates consultants are seasoned advisors and leaders from a variety of disciplines and backgrounds. Some have managed multi-billion-dollar global enterprises. Others have built successful businesses. Others have served as leaders in the armed forces and throughout the federal government.
- Toffler Associates' partners serve on the boards of directors of publicly-traded companies and on blue-ribbon commissions and advisory boards for government entities.

Who are your clients?

- Throughout the tenure of the company, we have had the privilege to work with a wide range of clients that have found value in the counsel and actionable plans we provide.
- Those clients have included, but are not limited to private companies in the transportation, defense, aerospace, and information and communication technology markets looking to develop long-term strategies that drive top-line growth.
- The firm also has a long history working with federal agencies, particularly in Defense and Intelligence, as well as associations and not-for-profit institutions as they look to effectively use resources and build lasting trust among key stakeholders.

What is the firm's background?

- Toffler Associates was founded in 1996 by world-renowned futurists and authors Alvin and Heidi Toffler. While the Tofflers do not work actively with the firm, much of Toffler Associates' work is based on key principles and perspectives the couple have developed and championed in their research and writing.

For more information, visit www.toffler.com.