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Shaping Tomorrow offer pioneering AI software solutions to clients across the corporate landscape. We invited Mike Jackson to provide us with a fascinating glimpse into this futuristic technology and how it is changing the business world for the better.

Since 2002 Shaping Tomorrow have been on a mission to help its members and clients to 'anticipate and prepare for tomorrow by making better decisions today'. Mike outlines what this entails and how the firm strives to create solutions which are both innovative and functional.

"Here at Shaping Tomorrow, our 12,000 members and 40+ international clients come from diverse backgrounds in sectors including strategy; planning; R&D; product management; S&T; community development; foresight; change management; consulting; IT; education; risk management; design; policy-making; and intelligence.

"We provide these clients with extraordinary breadth and depth of global insights into the future, fresh forecasts and ideas covering all aspects of economics, the environment, healthcare, industries, lifestyles, organization, politics, society and technology. We illuminate the potential implications for organizations through combining the increasing use of visualization, heuristics, and algorithms to spot significant emerging signals of change early and to respond at the right time."

There are lots of organizations offering semantic analysis, taxonomies, natural language processing, and equal numbers of people creating futures-oriented, horizon scanning content and strategic foresight platforms but only Shaping Tomorrow does both in real-time, setting it apart from competitors and highlighting its focus on excellence, as Mike explains.

"As a global horizon scanning company we use what we learn to improve our service as well as to help our members and clients. Our firm is focused on acting as a 'constant start-up': always looking for ways to improve our offering by reading, learning and listening to clients in order to be able to provide them with the service they need."

Going forward, Mike believes that the increased focus on AI technology will help his firm to build upon its current success and continue to grow in the coming months and years.

"Increasing use of AI, machine/human-learning and designing for emotion are three of the key challenges and opportunities we see for ourselves right now as well as spreading our influence to reach our overall aim: to engrain and enhance the use of collaborative, holistic strategic foresight worldwide."