



Maria Bothwell, Futurist and Strategic Advisor, is a sought-after speaker who helps Fortune 5000 and Government clients anticipate and prepare for many plausible futures in a world full of uncertainty. The extraordinary speed of change and disruption hurtling towards every industry is causing businesses and government sectors to question and rethink their entire strategic planning approach. Maria brings clarity to how organizations can capitalize on the opportunities that change and future disruptions bring. She is an energetic and insightful speaker who delivers practical know-how for leaders to understand, plan, and adapt to their potential futures.

Maria is CEO of Toffler Associates, a future-focused strategy advisory firm. Toffler Associates' approach is rooted in the ideas and methodologies of world-renowned futurists Alvin and Heidi Toffler, whose work foreshadowed the sweeping effects of rapid technology development on people, businesses, and government. The Tofflers are known widely for their global bestsellers, including *Future Shock*, *The Third Wave* and *Powershift*.

Maria has been featured in USA Today and Government Technology Magazine. Some of her past speaking engagements include: The Virginia Tech Engineering and Buruch College MBA speaker series, The Federal Foresight Community of Interest, American Council on Germany, Engineering School Leadership Conferences, Institute of Industrial and Systems Engineers Conference.

Maria's expertise and range of speaking topics span three key areas:

1 Futures and Foresight

- How to remain agile and prepare today for multiple plausible futures.
- What market changes do we expect and how do we avoid surprises?
- What opportunities are created from changing technology, societal shifts, customer needs, pandemics, and other forces?
- What are our blind spots and how do we challenge our biases?
- What investments should we make today to prepare us for tomorrow?
- Alternate Futures Scenario Planning executive events.

2 Future of Work

- What disruptive shifts in employment models should be planned for?
- How do we differentiate in an increasingly competitive talent environment?
- How should we recruit, train, retain and empower our workforce?

3 Becoming Adaptive, Staying Resilient and Transforming

- How to understand, plan, and adapt within a constantly changing environment?
- How can our future be resilient to unexpected changes and threats while identifying new growth opportunities?
- What is the best method to optimize an organization and transform its culture into an innovative one?
- Executive Coaching (Propel R), Stress Tests, Transformation Planning Executive Exercises

Served clients in the following sectors: Energy, Communications and Entertainment, Financial Services, Hospitality, Defense, Homeland Security, and Environmental.

Speaker's Fee Range: \$10,000 – \$20,000

Clients turn to Toffler Associates to capitalize on opportunities and mitigate the challenges of an uncertain future. As a consulting and advisory firm, we deliver strategic advantage to clients around the globe with an unwavering commitment to be the catalyst for change. We help organizations move faster with greater confidence. Both the public and private sectors rely on Toffler Associates' unique perspective, disciplined approach and orthogonal thinking to architect better futures.