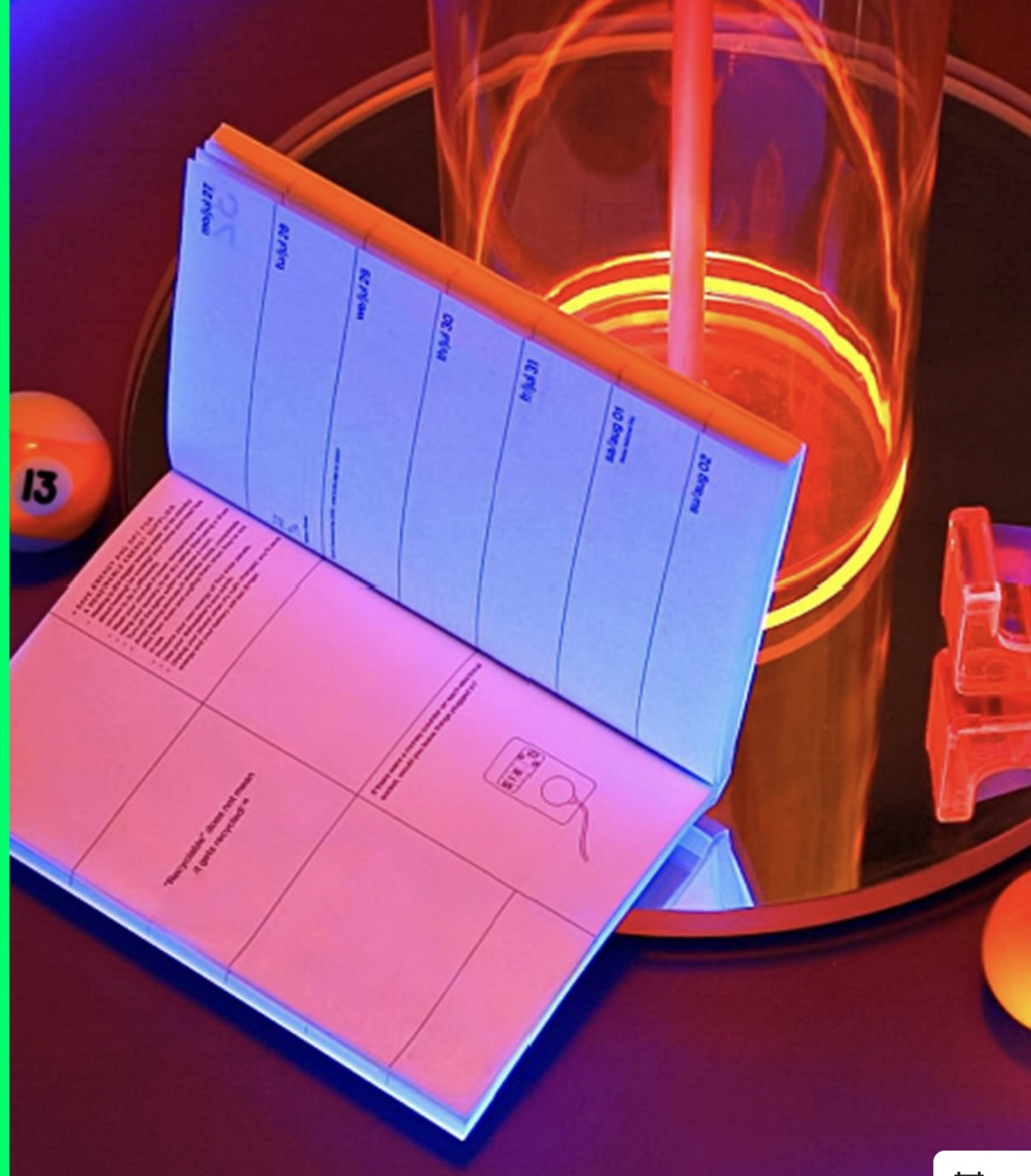
GDI GOTTLIEB DUTTWEILER INSTITUTE

GDI STRATEGIC FORESIGHT

FROM EVIDENCE TO STRATEGIC DECISIONS

CREATING FUTURES



ANSWERING KEY QUESTIONS

What is changing?

What does it mean for us?

What should we do now?

WHY ACT NOW

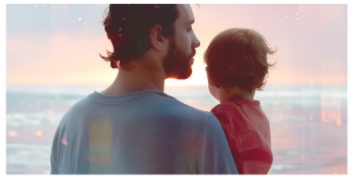
The future is no longer predictable.

Most decisions are still based on outdated assumptions.

Complexity is increasing faster than decision speed.

Without a shared future view, organisations lose direction.

THE GDI MAJOR SHIFTS
THE FOUNDATION OF OUR WORK







SOCIETY	GEOPOLITICS	ECONOMY	TECHNOLOGY	ECOLOGY
AGING SOCIETY	MULTIPOLAR WORLD	HYPERCONNECTIVITY	INFRASTRUCTURALI-ZATION OF AI	GLOBAL WARMING
AUTOMATED MEDIA ECOSYSTEMS	POLYCRISIS	CIRCULARITY	BIOLOGIZATION	BIODIVERSITY LOSS
INCREASING MIGRATION	GLOBAL SOUTH	TIME AS NEW CURRENCY	DECARBONIZATION	WATER STRESS
URBANIZATION	DECENTRALIZATION	POST-WORK SOCIETY	MOBILITY AS A SERVICE	REGENERATIVE AGRICULTURE

The GDI Major Shifts identify the most relevant developments shaping the future across society, technology, economy and geopolitics. They view trends as dynamic, interconnected changes – not isolated events – and are continuously updated and scientifically grounded.



GDI MAJOR SHIFTS
Explore the full framework at:
www.gdi.ch/major-shifts

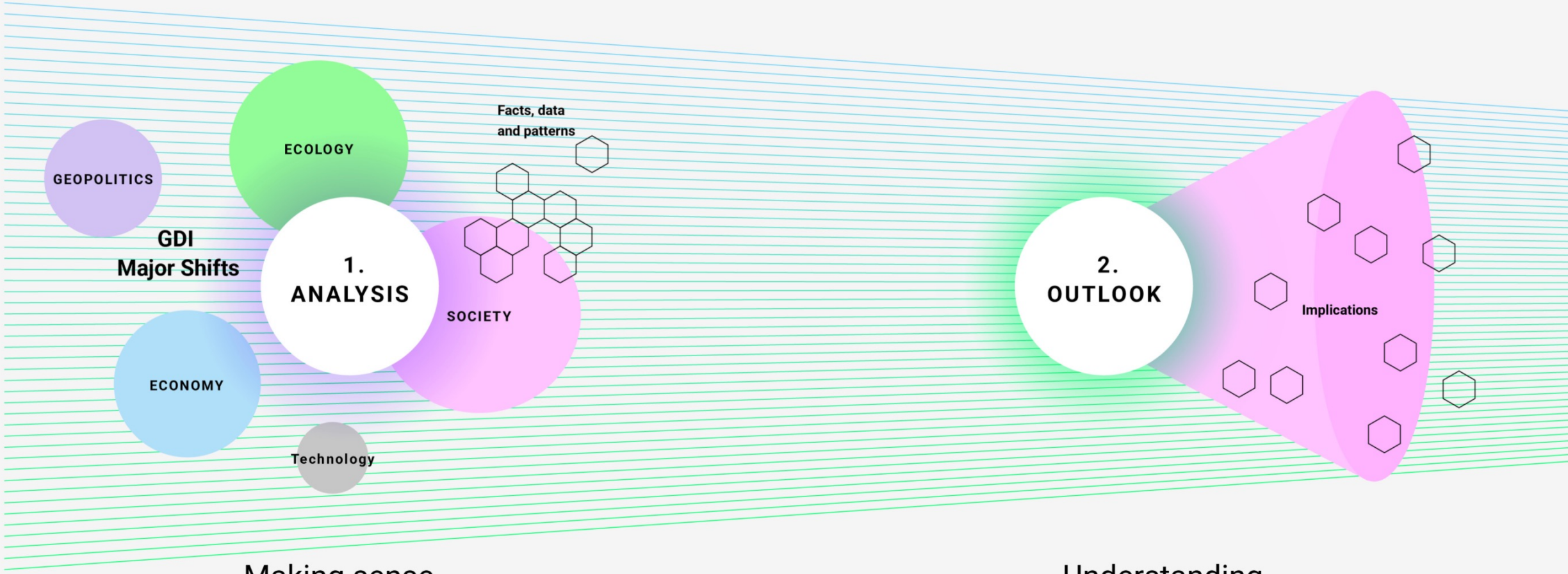


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From complexity to clarity

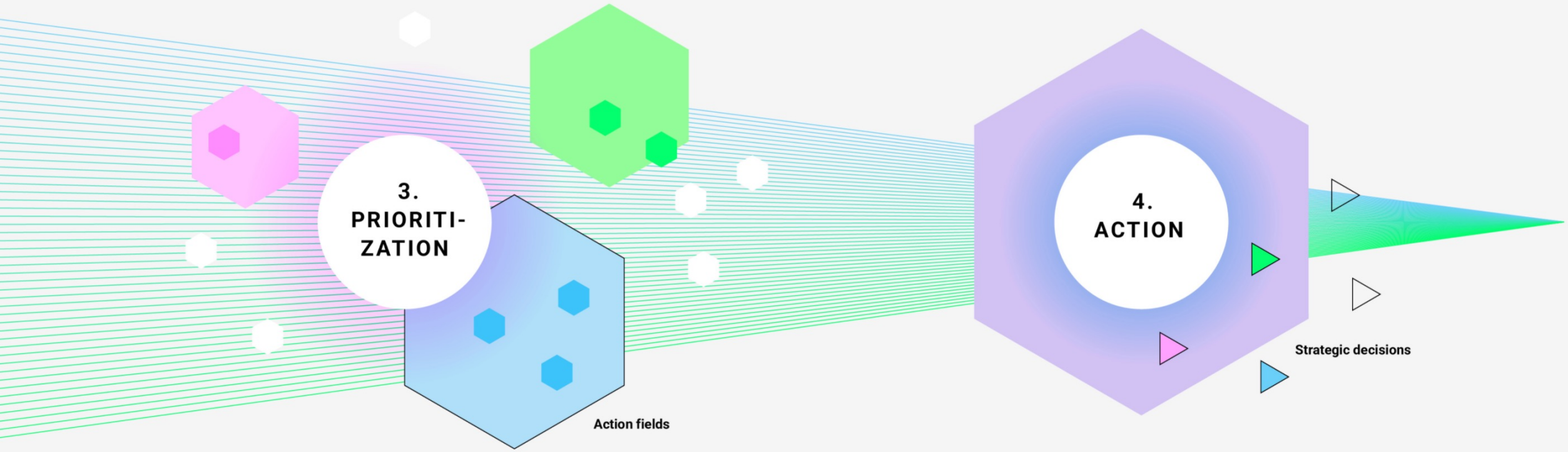
DECISION FRAMEWORK

We guide you from understanding complex developments to clear, prioritised action -– ensuring that every step is grounded in evidence, connected through logic and fully traceable.



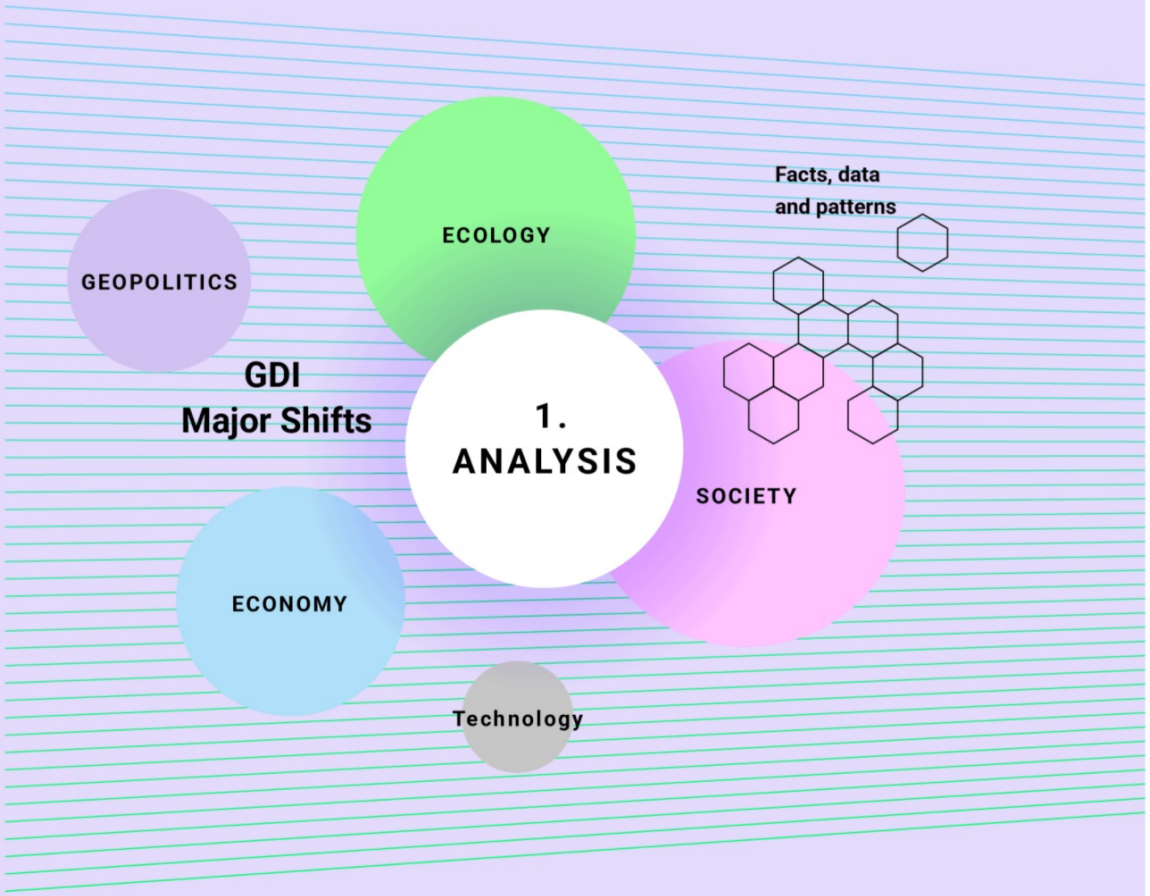
Making sense
of a complex world

Understanding
what it means for you



Focusing
on what truly matters

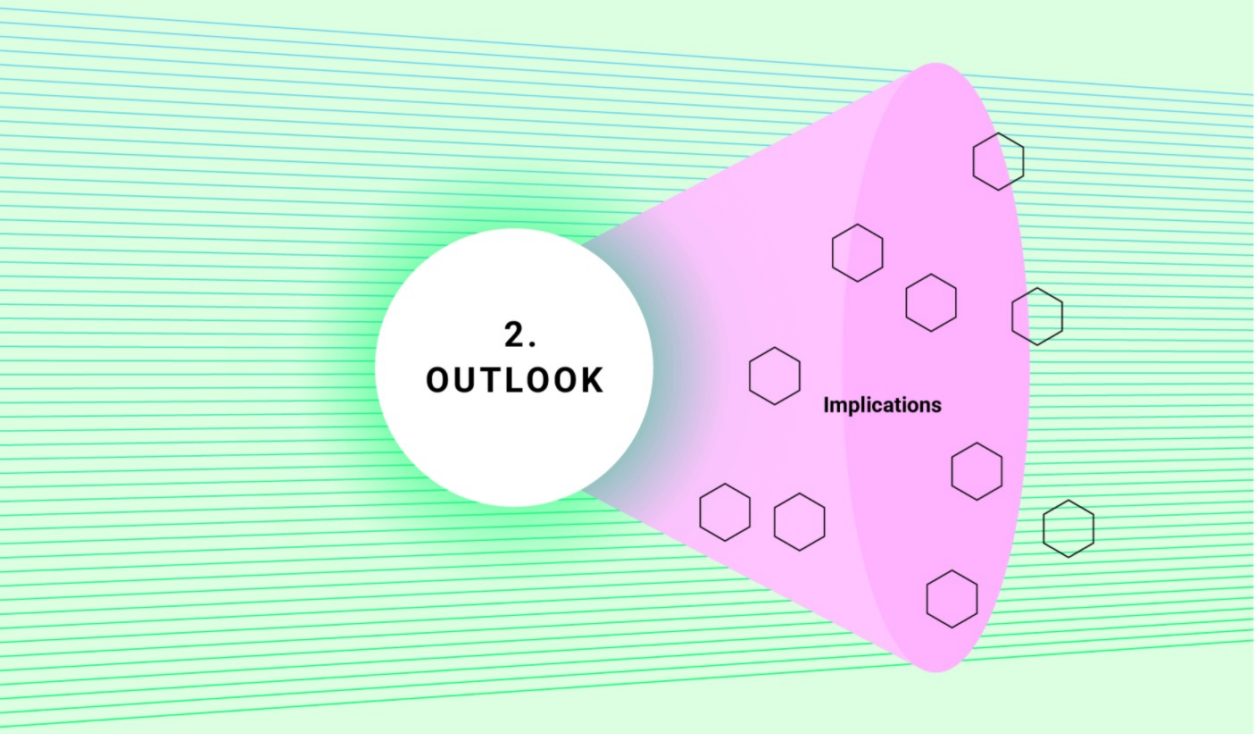
Turning insight
into strategic decisions



Making sense of a complex world

1. ANALYSIS

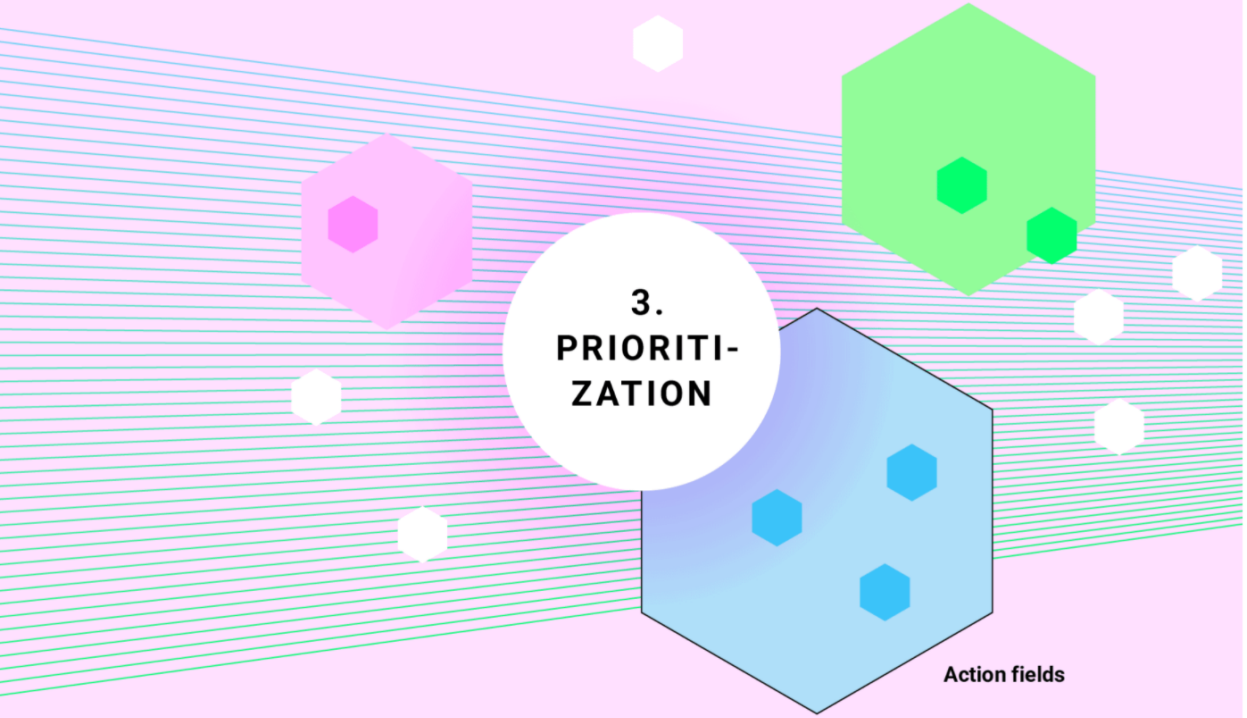
We analyse the most relevant developments shaping your environment. Based on the GDI Major Shifts, we identify key patterns, signals and dynamics across society, technology, economy and geopolitics – creating a shared understanding of what is changing.



Understanding what it means for you

2. OUTLOOK

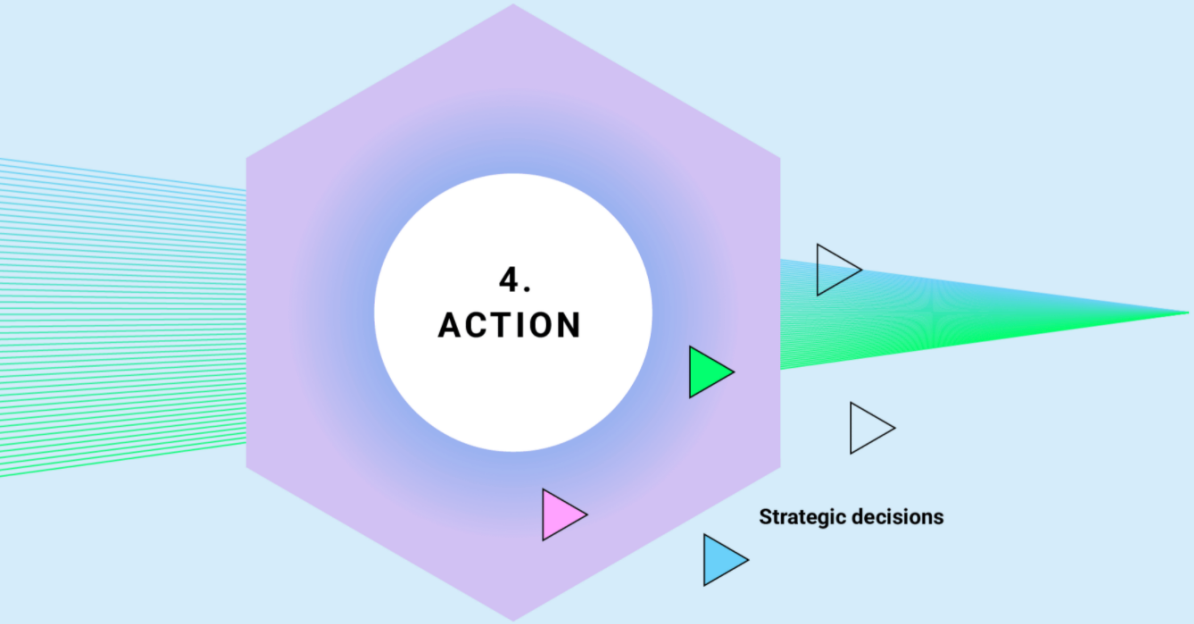
We translate developments into implications for your organisation. Emerging patterns are interpreted in your specific context, revealing opportunities, risks and possible future scenarios that are relevant to your business.



Focusing on what truly matters

3. PRIORITIZATION

Together, we assess and prioritise implications to define clear action fields. This creates focus and helps align stakeholders around what is strategically relevant – and what is not.



Turning insight into strategic decisions

4. ACTION

We guide you from understanding complex developments to clear, prioritised action – ensuring that every step is grounded in evidence, connected through logic and fully traceable.

TRUSTED BY LEADING ORGANISATIONS

«The GDI team combines strong analytical expertise with a pragmatic approach. The derived implications are clearly structured and provide concrete, actionable insights.»

Chris Turner
Head of Corporate Development, SVA

«GDI helped us evaluate new strategic directions based on relevant developments. Their holistic framework and inputs were key to the success of the workshop.»

Silvan Brauen, Co-CEO
Rivella Group

«GDI not only provided data, but real strategic insight tailored to our needs. The transfer into future implications was particularly valuable.»

Selina Schmid
AMAG Innovation & Future Lab

NEXT STEPS

Let’s turn insight into action

SAY HELLO TO YOUR TEAM



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