

# firstword

FUTURE-FOCUSED IDEAS, PEOPLE AND RESOURCES



insights from Z + Partners

## WHAT IT IS

**FirstWord** is a unique new offering from Z + Partners. Part foresight briefing and part thought leadership network, FirstWord is designed to stimulate your thinking on some of the most important ideas shaping the future of business and society, as well as give you direct access to a network of extraordinary people on the forefront of these new ideas.



Every issue provides an accessible, multimedia briefing.

## HOW IT WORKS

Every quarter, we pick a single, **critical topic shaping the future of business and society**. Topics may include new approaches to innovation, or changes in consumer's environmental attitudes, the implications of China's rise, or how demographics are going to transform markets around the world.

Then, in a beautifully designed kit, we deliver a trove of extraordinary ideas, content and perspective:

- A **high-level briefing** written by Z + Partners' founder, Andrew Zolli, which introduces the topic in plain-English and focuses on actionable insights
- **In-depth interviews** with 5-10 of the world's best and most original thinkers on the topic – not just the 'usual subjects' but peers, insiders and specialists working on the front lines
- The **contact information** for these thought leaders, along with permission and encouragement to contact them directly, so that you can add them directly to your network
- Copies of **our selections of the 2-3 best books, DVDs and/or other media** on the topic

- A beautifully designed **infographic poster**
- A **CD Rom** that includes:
  - **Custom PowerPoint slides** designed to help you present and discuss the material internally
  - **Digital copies** of all of the above documents
  - **Web links** to some of the most relevant and useful online resources on the topic

Each edition of FirstWord is designed to provide *accessible depth* - from a high-level visual overview down to the nitty-gritty; the result of hundreds of hours of research simplified, clarified and bundled in a package that feels as much like a gift as a briefing.

In addition to all of the above content, a few weeks after receiving each kit, you will be invited to join in a **private conference call** with some of the profiled thought leaders from each edition, where you can get to know them and submit your own questions directly. And this is just the stuff we can tell you about! Future editions of FirstWord will contain **unique, one-of-a-kind surprises** designed to provoke your thinking and imagination.

## OUR SPECIAL OFFER TO YOU

To accelerate the creation of the FirstWord network, we've decided to offer **charter subscriptions to FirstWord for just \$3495 a year**, a fraction of what many other leading services cost, and about the price of attending a single typical conference, inclusive of fees, travel and lodging. This charter subscription rate will be available for a short time only.

To subscribe at the charter rate of **\$3495**, call **718.260.9758**, email **firstword@zpluspartners.com**, or visit us online at **zpluspartners.com/subscribe.html**. You can pay online via credit card or we can invoice you. Site licenses are also available to interested companies.