



**Innovation that inspires.
Ideas that enable.
Inside the Thinking Ahead Institute**

Thinking Ahead Institute
An innovation network founded by WTW

We're a not-for-profit research and innovation network delivering bold insights to help investors navigate the future.

In 10 years, we have collaborated with over 150 investment organisations to bring this vision to light. Our membership of asset owners, asset managers, wealth providers and strategic partners have the collective responsibility for over US\$17 trillion worth of assets.

“Thinking Ahead is the gold standard of thought leadership”

– public event attendee, Australia

“You opened my eyes in so many ways”

– Thinking Ahead member



Our story

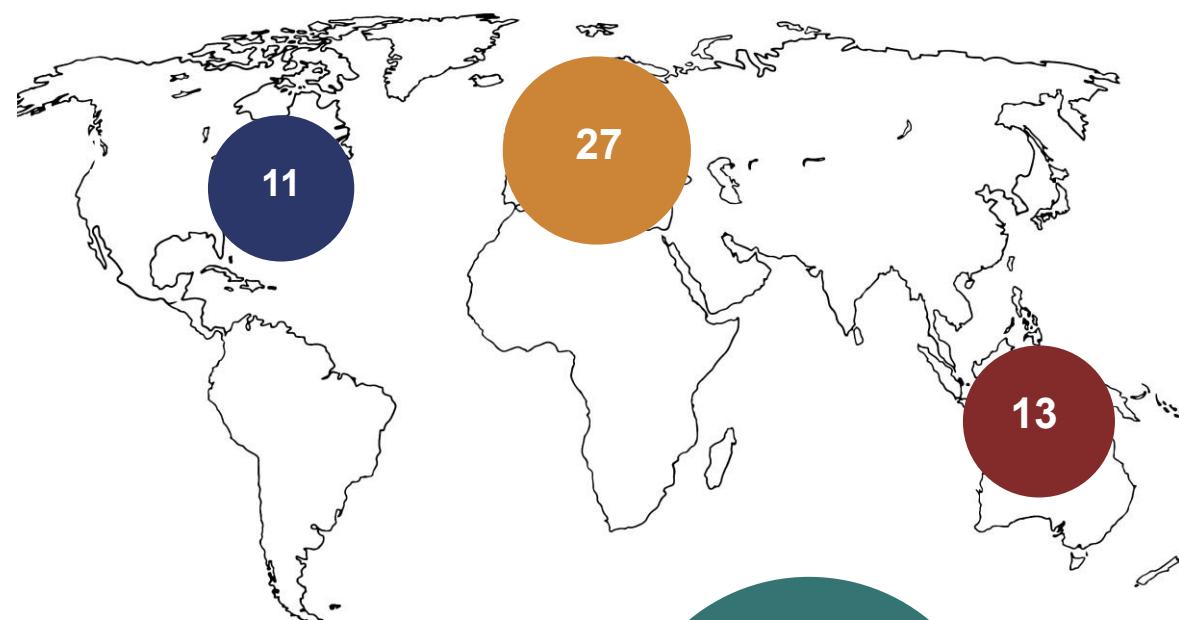
We're investment professionals with 150 years of combined experience, bringing deep insights from global best practice at leading organisations.

Led by **Marisa Hall**, alongside co-founders **Roger Urwin** and **Tim Hodgson**, the Thinking Ahead Institute connects asset owners, asset managers, wealth providers and strategic partners from around the investment world to harness the power of collective thought leadership and develop innovative solutions for the investment industry.

Watch our short video:



Our global network



Number of members and partners per region

\$17 trillion
AUM
represented by
our network

as at November 2025

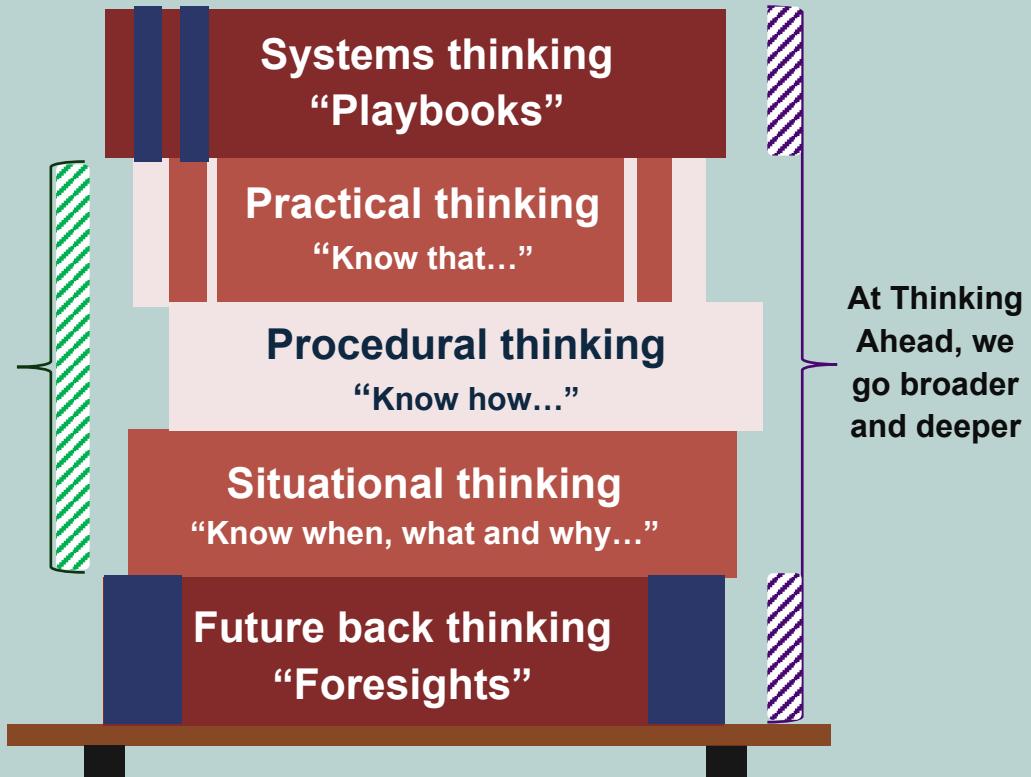
What we do

Our purpose is simple – to help investors navigate the future. How? We give them the foresight to build long-term value so that we can realise our own vision of influencing an investment industry that creates value for all.

We offer frameworks of thinking to solve problems



More than 90% of thinking is in three books



The 'systems thinking' book zooms out on the wider picture and its influences and opportunities to produce decision-useful playbooks

The 'future back thinking' book zooms in on issues happening over time and its impacts and threats to produce decision-useful foresights

What we deliver

	Papers & studies
Research	Thought pieces
	Toolkits & principles
	Projects
Private action	Workshops
	Strategic 1-2-1s
	Seminars
Collaboration	Newsletters & podcasts
	Research working groups



We do projects for organisations that want to think differently. Projects are:

- Organised and managed efficiently by our team
- Tailored to your organisation's context and preferences drawing from our global experience working with peers
- Designed to meet your business goals

Project examples include:

Governance → Review governance design and investment beliefs, providing benchmarking to peer organisations.

Total portfolio approach → Assess current investment framework to enhance TPA thinking and practice.

AI/Technology → Help leadership teams harness organisational alpha based on human capital, intelligence capital and technology as applied to their investment process.

Join us

As a valued member, we're committed to delivering exceptional value. You'll receive:

- ✓ Tailored **1-2-1 engagement** sessions for your organisation
- ✓ **Training** for your teams on specific topics
- ✓ Direct **collaboration** with other global members and partners
- ✓ Participation in research **working groups** with global peers
- ✓ Access to **non-publicly available research** and **global studies**, as well as our monthly '**Ahead of the Curve**' newsletter
- ✓ Use of Thinking Ahead's **proprietary tools**
- ✓ Invitation to global **virtual and in-person regional events** and **workshops** (as well as **discounts** on WTW events)



“I've been a proud member of the Thinking Ahead Institute for over twenty years, since its inception. TAI has profoundly shaped how I think and act, both in my profession and across our investment industry.

TAI's ability to challenge conventional wisdom, never take anything for granted, and push boundaries in search of new solutions has been invaluable.”

– TAI member

Collaboration in action



Some of our members and partners



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**We work with leading organisations who want
to maintain their edge by thinking ahead.**

Whether it is co-authoring research, sponsoring
events, collaborating during research working
groups or private projects, we are always
open to having a conversation on what being
a member or partner with us could look like.

For more information

Email us: enquiries@thinkingaheadinstitute.org

Visit our website: thinkingaheadinstitute.org