



**Innovation that inspires.
Ideas that enable.**

Inside the Thinking Ahead Institute

Thinking Ahead Institute

An innovation network founded by WTW

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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\$10 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

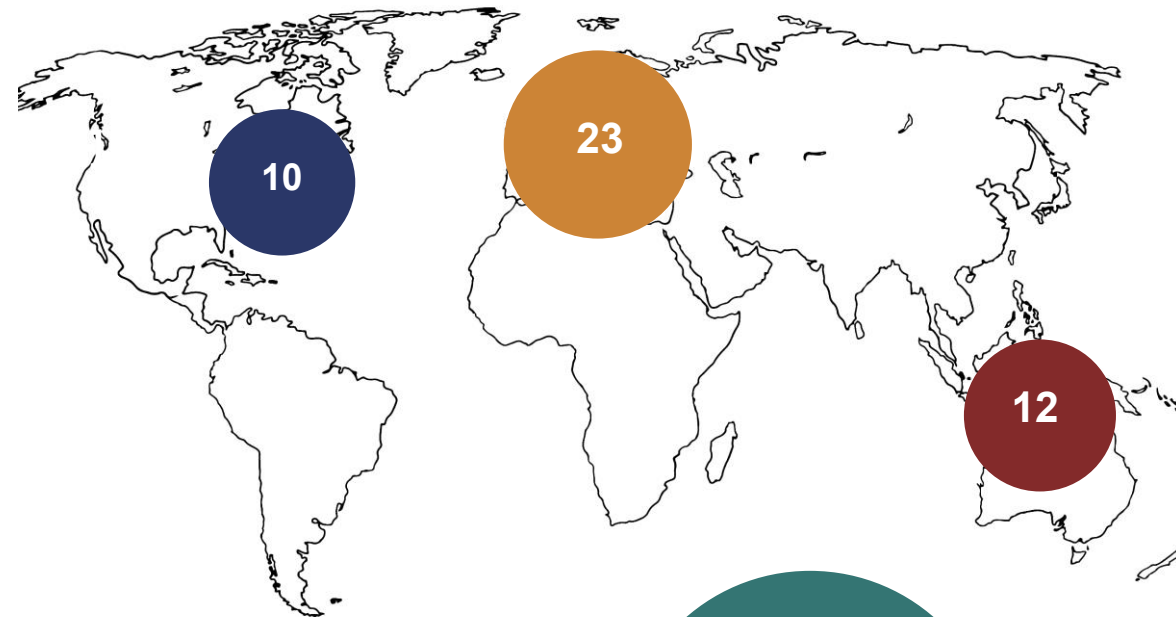
We're investment professionals with 150 years of combined experience, bringing deep insights from global best practice at leading organisations.

Led by **Marisa Hall**, alongside co-founder **Roger Urwin**, 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

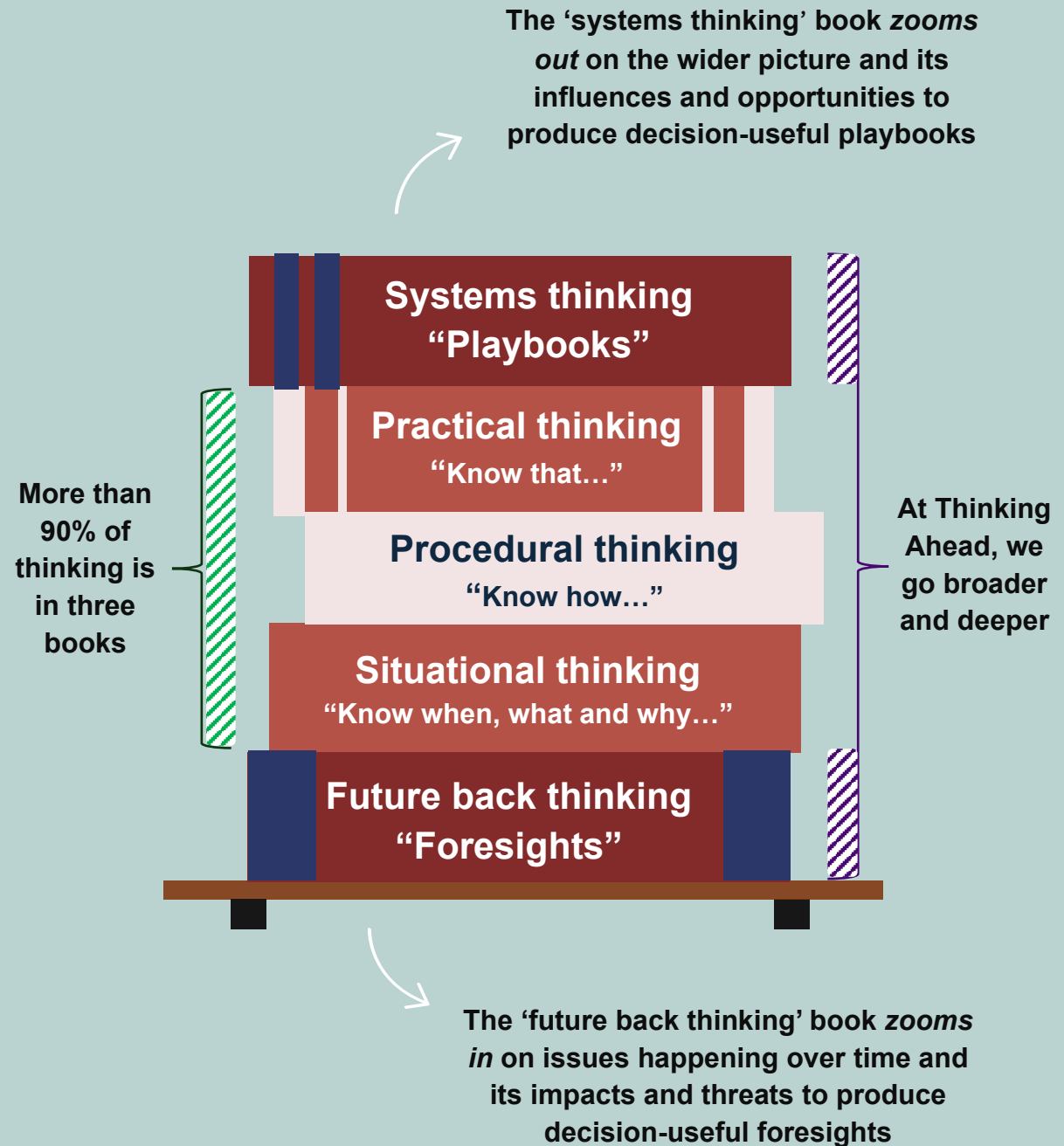
\$17 trillion
AUM
represented by
our network

as at February 2026

What we do

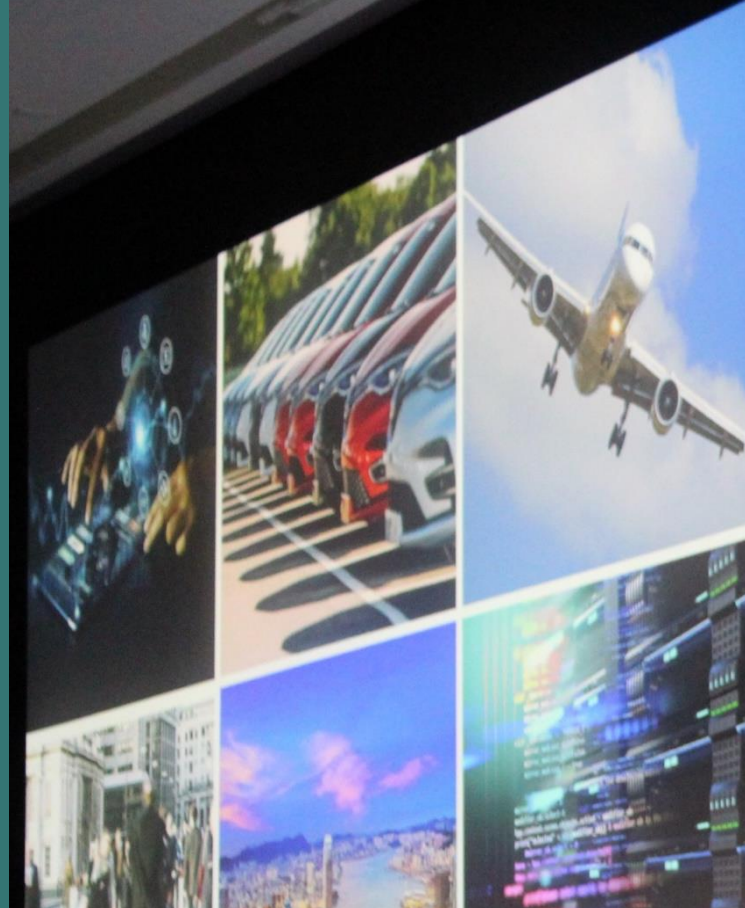
Our purpose is simple – to help investors navigate the future. How? We give them the foresight to build long-term value so that we can realise our own vision of influencing an investment industry that creates value for all.

We offer frameworks of thinking to solve problems →



What we deliver

Research	Papers & studies
	Thought pieces
	Toolkits & principles
Private action	Projects
	Workshops
	Strategic 1-2-1s
Collaboration	Seminars
	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**)

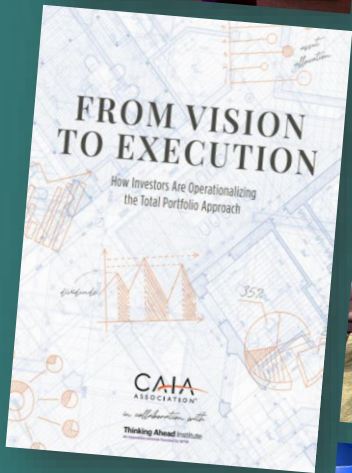


"I've been a proud member of the Thinking Ahead Institute for over twenty years, since its inception. TAI has profoundly shaped how I think and act, both in my profession and across our investment industry.

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



150+

The number of organisations we have worked with over 10 years

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