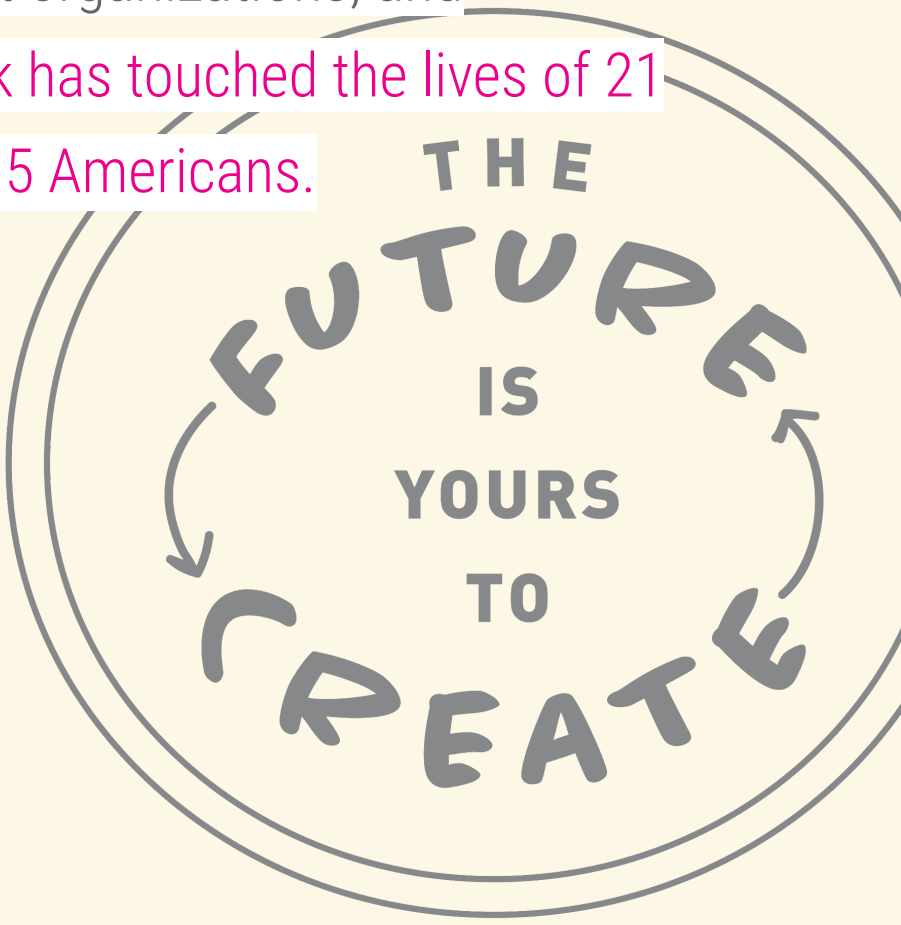
Who is NEXT Generation Consulting?

We are futurists, economists, and executives who aim to leave the world better for future generations. We accomplish this through partnerships with more than 300 communities, chambers of commerce, economic development organizations, and governments. Our work has touched the lives of 21 million people, one in 15 Americans.



COMPANY BASICS

COMPANY NAME: NEXT Generation Consulting, Inc.
NET PROMOTER SCORE: 96%
EST: April 1, 1998
LOCATIONS: Washington, DC, Madison, Omaha, Tucson
ADDRESS: PO Box 562, Madison WI 53703
PHONE: 888-922-9596
WEBSITE: rebeccaryan.com
EMAIL: hello@rebeccaryan.com
STRUCTURE: 100% woman-owned C-corporation

CORE VALUES

1. Wow! We give clients “9s and 10s”
2. We go the extra mile
3. We are positive
4. We have a growth mindset
5. We use the power of teamwork.

PROFESSIONAL SERVICES

- Strategic foresight (New to foresight? Start here.)
- Three Horizons workshop: Identifying alignment/misalignment in how the organization sees its present and future.
- STEEP/R trend identification (society, technology, economy, environment, politics/regulatory) - Are we all seeing what’s coming in our domain’s future?
- Scenario development - What could happen to our domain? What are the possible narratives?
- Delphi Panels: Data-driven market analysis to avoid groupthink
- Visioning - What’s our North Star, the guidance system that will align our efforts and inspire our best?
- Strategic Planning and Backcasting - What must we get right to reach our potential? Stretching our thinking to our maximum potential. What can we control or influence that will have the greatest impact on our future, regardless of external pressures?
- Strategic Doing - Assertive, proactive active planning. How can we get started and keep momentum?
- “Think Like a Futurist” executive education/training
    - Module 1: What is foresight? Clarifying the difference between strategic planning and Strategic Foresight
    - Module 2: How do futurists think? How our thinking habits impact future thinking. How mental shortcuts prevent us from seeing what’s there.
    - Module 3: What’s coming and getting ahead of the herd. Practice hunting signals and trends and discussing their potential implications.
    - Module 4: Red Teaming: How to respectfully disagree, a new collaboration techniqu

CLIENTS (PARTIAL LIST)

Asheville, NC
Austin, TX
Beaufort, SC
Buncombe County, NC
Campbell, CA
Catawba County, NC
Charleston, SC
Charleston, WV
Chattanooga, TN
Chippewa Valley, WI
Columbia, SC
Cottage Grove, MN
Danville, VA
Eagan, MN
Henderson, NV
Indianapolis, IN
Iowa City/Johnson County, IA
Lafayette-West Lafayette, IN
Milwaukee, WI
Minnetonka, MN
Nashville, TN
Olathe, KS
Omaha, NE
Portage County, WI
Quad Cities, IL
Racine County, WI
Rockford, IL
St. Joseph, MO
St. Louis Park, MN
Sauk County, WI
Southwest Louisiana
Spokane, WA
Sugar Land, TX
Tacoma, WA
West Des Moines, IA

BRIEF OVERVIEW OF HISTORY AND GROWTH

NEXT Generation Consulting, Inc. (NGC) was founded in 1998 to help companies attract and keep young talent. During a vacation to the Grand Canyon in 2000, founder Rebecca Ryan scanned the list of Fortune's "Best Places to Work." She noticed that many places that over-indexed on young professionals were clustered in cool communities with amenities that her peers favored. NGC released its first "Hot Jobs-Cool Communities" report on Labor Day, 2001. The report listed the best metros for young talent based on amenities and the best companies to work for in those cities.

From 2004-2009, NGC developed indexing systems to help companies and communities evaluate and compare themselves on the metrics that mattered to young talent. The Nashville Chamber was NGC's first community client - indexing themselves against Atlanta and other metros in the Southeast to attract healthcare workers. NGC hired a local musician, Tim Beys, to write a song about everything that made Nashville great. Nashville radio stations aired the song - and Tim did a live performance - when the Nashville Chamber rolled out its talent strategy.

In 2004, Rebecca was instrumental in creating the awarding-winning Young Professional Council at the Greater Omaha Chamber of Commerce. NGC hosted an annual summit for leaders of the Young Professionals' Organization for several years. In 2007, ***Live First, Work Second*** was published, cataloging NGC's experience helping companies and communities attract and keep young workers. The book's premise: people first choose a place they want to live and then find a job. That insight is even more prescient today.

After the Great Recession in 2009, NGC returned to school to learn strategic foresight to give clients more tools to understand and explore the future. Key staff became certified in strategic foresight from the University of Houston. NGC invented games and workshops to help clients explore the future - Futures Labs, Futurist Camp, the Big Sort, and other visioning processes. Rebecca became a favorite presenter at the Association of Chamber of Commerce Executives (ACCE) Convention, always speaking to over-subscribed events. NGC's approach to strategic foresight is based on a four-phase process rooted in research and collaboration to ensure communities, organizations, and companies are well-equipped for future trends and challenges.

In 2014, ACCE launched the Horizons Initiative: Chambers 2025 to identify forces and influences that might reshape chambers and their regions. Of the eight influences identified, none was more important than "Catalytic Leadership," the role chambers would be asked to play in the coming decade. In the years since, many Chambers have realized and optimized their unique position as conveners, collaborators, and transformation agents in their communities and regions. While chambers have long held the responsibility of gathering members to build their businesses, Chambers are emerging as important players in bringing multiple partners from the community to help solve problems together. That's the role that the Greater Omaha Chamber took in its 2040 vision and plan, and it's a key reason that NGC added David G. Brown, a 40-year Chamber, and EDO veteran, to the team in 2021.

HIGHLIGHTS AND AWARDS

Entrepreneur of the Year, U.S. Association of Small Business and Entrepreneurship (2003)
Fast Company's Fast 50 shortlist (2004)
Communicator of the Year, Women in Communication (2005)
Top 40 Under 40 Milwaukee Business Journal (2006)
Live First, Work Second (book, 2007)
Young Professionals Organization Summit convener (2007-2009)
Top 100 in Public Accounting, Accounting Today (2009-2011)
Regeneration (book, 2014)
The Next Big Things: The Future of Local Government (Report, 2015)
Futurist Camp founder and host (2017-2021)
Work Better Project (collaboration, 2023)