

Future-Fit Partnerships

**Increase your impact,  
accelerate global change.**

**Certified Professionals**



**Future-Fit**  
Foundation

# Help your clients build a business that's fit for the future.

**Our global economy is not fit for purpose:** we are degrading the environment, failing to meet the basic needs of billions of people, and not adequately incentivizing business to tackle these problems.

If we are to transition to an environmentally restorative, socially just, and economically inclusive future, we must equip all market actors to pursue, recognize and reward the right kinds of action.

This is where the **Future-Fit Business Benchmark** comes in: it translates 30+ years of scientific research into a practical tool designed to guide real progress. A wide range of businesses, from startups to global corporations and investors, are already using the Benchmark to help set more authentic and business-relevant goals, to take better day-to-day decisions in pursuit of those goals, and to talk more effectively about their progress.

## Why become a Certified Professional?

Even with the right tools, the journey to future-fitness will be challenging for any business - and many of them will need help. That's where you come in. To accelerate awareness and adoption of the Benchmark, we're working to empower an ecosystem of world-class advisors and solution providers, to embed the Future-Fit approach into their services.

Certification is the way to give companies and investors of all types and sizes the confidence that you are qualified to support them on their journey to future-fitness.



## Who is this for?

Certification is an individual qualification personal to you. It doesn't matter whether you work for a small company, a multinational consultancy or freelance. And if you change roles you take the qualification with you.

- **Business Advisors:** individuals who support clients on corporate strategy creation, reporting, change management, data assurance, etc.
- **Solution Providers:** individuals involved in developing bespoke or off-the-shelf solutions that incorporate the Future-Fit approach.



# What do you get as a Certified Professional?



## Use of the Future-Fit Certified Professional logo

Display on your website, in client proposals, marketing materials, presentations, etc.



## Membership of our online Changemaker community

With visual identification of your Certified Professional status



## Online Q&As & email support

From the Future-Fit team



## Opportunity to shape Future-Fit tools

Be included in draft consultations and developments

## What's required?

To become a Future-Fit Certified Professional you must complete the following:



### Pass the Future-Fit Proficiency Test

to demonstrate your knowledge of the Benchmark, how it works and how to apply it in business situations.



### Send us three references from existing clients

testifying to your ability to provide the services you are seeking to deliver.

Annual Fee  
**£1,500**



Future-Fit  
**Certified  
Professional**

## **Become a Certified Professional today**

For more information and to apply visit:  
**[futurefitbusiness.org/join-the-movement](https://futurefitbusiness.org/join-the-movement)**