

Intentional Futures

works with visionary leaders to solve hard problems that matter.

Intentional Futures (iF) is a strategy and design consultancy based in Seattle. Our clients are insistent change agents who believe the world can be better. Four specialties make up our integrated practice: Business, Technology & Strategy, Education, Social Impact and Stakeholder Centered Strategies and combine the rigor of traditional business strategy with the creativity that fuels great design. With learning at the center of everything we do, we use a multi-disciplinary and human-centered approach to define complex problems, develop purposeful solutions, and communicate meaningful missions.

Let's build your future.

Businesses, foundations, and nonprofits choose iF for the combination of rigor, imagination, and deep teamwork they can't find anywhere else.

Our Services



Human-Centered Strategy

Strategies are only as effective as the people they depend on. We use inclusive approaches to develop strategies that are clear, convincing, actionable, measurable, and responsive.

KEXP: [A four-year strategic plan for a beloved community radio station](#)

We partnered intensively with KEXP to guide them through a collaborative strategy development process. This included conducting workshops that brought the board and staff together for the first time and engaged them in active puzzle solving to build new ideas and bridge their divides. This work led to the development of a strategic plan and a set of design artifacts to help them put it into action.



Product Design and Prototyping

Creating and delivering value in today's market requires agile design. Our rapid iteration process expands possibilities and generates prototypes that demonstrate potential.

Bill & Melinda Gates Foundation: [A financial management app to turn casual donors into great givers](#)

Together with the Philanthropic Partnership Team at the Bill & Melinda Gates Foundation we set off on an exploration of how to get the right information into the hands of givers so they make more informed choices. In collaboration with Mint and Intuit, we conducted research to map out user needs and designed and developed a prototype which eventually became an app called Charity Match.



Envisioning and Storytelling

Some truths need to be visualized or experienced before they can drive change. We use text, imagery, video, and environmental design to tell stories in digital and experiential media.

Building Changes: [An immersive exhibit to educate policy makers and donors on homelessness](#)

Partnering with local nonprofit Building Changes, we helped synthesize a decade of research into a visceral interactive experience which showcased the complex issues surrounding homelessness in Washington State. The convening guided policymakers, philanthropists, and the media through a self-guided tour of digestible, real-life vignettes that drove home the weight of this challenge and highlighted the opportunities for evidence based solutions to homelessness.



Intentional Learning

We conduct in-depth investigations into complex subjects, distilling thousands of hours of research into custom presentations that arm executives to make critical decisions.

The Walton Family Foundation: [An Intentional Learning Session on designing more purposeful collaborations](#)

The Walton Family Foundation engaged us to help them explore the role of collaboration in driving impact at scale. We interviewed over 30 experts across the social impact space, including family foundations, impact investors, philanthropic advisors and social change organizations. This work culminated in a report and interactive Learning Session highlighting key principles and models for successful collaboration.

Get in contact:
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See our work and meet our team.
www.intentionalfutures.com



Intentional Futures

Social Impact Practice

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Our Social Impact Practice believes that today’s challenges require deep collaboration to spark innovative solutions. We pride ourselves on being trusted guides and valuable thought partners for our clients, which include family foundations, nonprofits, and mission-driven organizations. Our collaborative approach ensures we’re actively responding to the needs of our clients and their stakeholders, developing clear and actionable strategies, and communicating our work in high-impact ways. Our team brings a unique blend of experience in social science research, business strategy, and human-centered design.

Our Services



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Schultz Family Foundation: [Assessing the landscape of youth unemployment programs](#)
iF’s research into youth employment programs around the country revealed that the various actors involved were disadvantaged by a lack of collaboration. In the resulting intentional learning session and replay, we set out to answer the broader question: What barriers exist to youth employment, and how can we strengthen the ecosystem and improve cooperation among all invested stakeholders?

KEXP: [Developing a four-year strategic plan for a beloved community radio station](#)
We partnered intensively with KEXP to guide them through a collaborative strategy development process. This included conducting workshops that brought the board and staff together for the first time and engaged them in active puzzle solving to build new ideas and bridge their divides. This work led to the development of a strategic plan and a set of design artifacts to help them put it into action.



Product Design and Prototyping

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Bill & Melinda Gates Foundation: [An essential online tool for increasing gender equality](#)
We reviewed hundreds of pages of Gates Foundation research and worked with the Gender Equality team to identify which content was best suited for the site. Using the team’s women’s economic empowerment framework to structure the information, we then designed the site to be informative, easy to navigate, and pleasant to use.



Envisioning and Storytelling

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Building Changes: [An immersive storytelling journey to reveal the myths of homelessness](#)
Partnering with local nonprofit Building Changes, we helped synthesize a decade of research into a visceral interactive experience which showcased the complex issues surrounding homelessness in Washington State. The convening guided policymakers, philanthropists, and the media through a self-guided tour of digestible, real-life vignettes that drove home the weight of this challenge and highlighted the opportunities for evidence based solutions to homelessness.



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Pathways to Prosperity Commission: [Researching policies, business models, and technologies to improve the access and value of the internet globally](#)
The Pathways for Prosperity Commission on Technology and Inclusive Development at Oxford asked us to research innovative policy, business models, and technologies that could bring more of the world online in a meaningful way. We conducted desk research and interviews and synthesized our findings in a multimedia presentation for the commission and detailed white paper for global leaders and policymakers.

A U.S. based family foundation: [An Intentional Learning Session on designing more purposeful collaborations](#)
This large family foundation engaged us to help them explore the role of collaboration in driving impact at scale. We interviewed over 30 experts across the social impact space, including family foundations, impact investors, philanthropic advisors and social change organizations. This work culminated in a report and interactive Learning Session highlighting key principles and models for successful collaboration.



Learn more about us at
www.intentionalfutures.com

Curious to chat? We’d love to hear from you.
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Intentional Futures Education Practice

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Our Education Practice believes that U.S. educational institutions can stand for more, and students should be centered in every discussion. We are rooted in our commitment to diversity, equity, inclusion, and involving students, faculty, staff, parents and communities in our design and strategy processes. Our deep partnership with clients such as Bill and Melinda Gates Foundation, Mastery Transcript Consortium, and the Every Learner Everywhere Network has driven us to expect higher ideals from our work, and seek impact in everything we do. We pride ourselves on our ability to turn ambiguity into opportunity, provide actionable insights, and act as collaborative partners. Our team possesses a unique blend of experiences as past educators, administrators, and policymakers.

Our Services



Intentional Learning

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Bill & Melinda Gates Foundation: [Centering equity in design, in education and beyond](#)

To help guide the foundation's work in serving Black and Latinx students, and students impacted by poverty, iF created an intentional learning session on how equity-centered approaches to design can increase the usability and value of edtech for students from underrepresented populations. The session included the historic limitations in product design, and the main players in the field who have been and are currently innovating new methodologies explicitly designed to center equity.



Human-Centered Strategy

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Every Learner Everywhere: [Elevating and centering the lived experience of minoritized students](#)

An extension of a long standing partnership with the Every Learner Everywhere Network, the ELE Fellowship program is composed of 16 college and university students from across the country. Guided by iF strategists, the fellows contributed to four project teams with a focus on elevating their own unique voices and experiences in higher education.



Product Design and Prototyping

Creating and delivering value in today's market requires agile design. Our rapid iteration process expands possibilities and generates prototypes that demonstrate potential.

Mastery Transcript Consortium (MTC): [Designing a new high-school transcript](#)

Our work with MTC began by creating a technical journey map to guide product decisions. We then iterated through wireframe sketches and created more polished transcript designs, drawing on feedback from both MTC schools and admissions officers. We recruited a school to test our designs and led to a functional prototype. We used this prototype to stress-test our decisions with admissions officers, iterating even further on concepts until landing on the final transcript designs.



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Bill and Melinda Gates Foundation: [Creating tools for student success](#)

The Next Generation Courseware Challenge Program (NGCC) aimed to reduce challenges to low-income and disadvantaged postsecondary students by improving the quality of learning experiences through digital courseware. Our role was to offer improvements to products from Acrobatiq, Smart Sparrow, Lumen Learning, and Rice University OpenStax based on rigorous research into user experience. Our intent was to reveal new insights about student experiences for these companies so that their products would do a better job of serving low-income, first-generation and students of color.



Learn more about us at
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Intentional Futures Design

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Our design team is composed of UX specialists and visual designers, each with a passion for the intersection where strategy and design meet. With partnerships spanning dynamic tech start-ups, global healthcare consortiums, philanthropic organizations, and education institutions, we believe every ambiguous challenge contains a compelling message. We approach every project with attention to detail, deep industry knowledge, and a focus on co-design and equity.

Our Services



Prototyping and Product Design

Creating and delivering value in today's market requires flexible design sprints. Our rapid iteration process expands possibilities and generates prototypes that demonstrate potential.

Voodle: [Leveraging design and user research to inspire the next generation of video conversations](#)

Voodle needed fast, flexible design ideas based on solid user research to support their active product. We planned four month-long design sprints-- each sprint included ideation, user testing, and a concept or UI handoff ready for immediate inclusion in Voodle's work.

Mastery Transcript Consortium (MTC): [Designing a new high-school transcript](#)

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aiberry: [Helping a new leader in behavioral health technology tell their story](#)

To help aiberry establish themselves an emerging leader in the AI healthcare space and gather the resources necessary to achieve their goals, we created a set of assets for them that would make it easy for the aiberry team to share their product with their audiences, and communicate their unique value proposition to Investors and potential customers alike while also maintaining a consistent brand image across platforms.



Experience Design and Audit

Some design challenges require a third-party point of view. We offer actionable insights and recommendations based on product landscape and interface analysis, and can strategize paths to implementation.

Bill and Melinda Gates Foundation: [Designing for a first of its kind virtual conference experience](#)

Through the creation of design assets that permeated the entire conference experience and were included on physical gift items, the Intentional Futures team helped bring the Greater Giving Summit to life even from the attendees' respective homes. From Zoom backgrounds to the animated elements on the Summit webpage, the experience of the conference was made to be immersive and engaging while maintaining the unique environment of the Summit in years' past.



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