



Ian Morrison is an internationally known author, consultant, and futurist specializing in long-term forecasting and planning with particular emphasis on healthcare and the changing business environment. He combines research and consulting skills with an incisive Scottish wit to help public and private organizations plan their longer-term future.

Ian Morrison has written, lectured, and consulted on a wide variety of forecasting, strategy, and healthcare topics for government, industry, and a variety of nonprofit organizations in North America, Europe, and Asia. He has spoken to a range of audiences from the boards of Fortune 100 companies to the Chinese Academy of Social Sciences in Beijing. Ian has worked with more than 100 Fortune 500 companies in health care, manufacturing, information technology, and financial services. Recent client sponsors include Microsoft, Pfizer and Kaiser Permanente. He is a frequent commentator on the future for television, radio, and the print media.

Ian is the author of *Leading Change in Health Care: Building a Viable System for Today and Tomorrow* (AHA Press/Health Forum, 2011), and *Healthcare in the New Millennium: Vision, Values and Leadership* (Jossey-Bass, 2002). His previous book: *The Second Curve - Managing The Velocity of Change* (Ballantine, 1996) was a *New York Times Business* Bestseller and *Businessweek* Bestseller. Ian has co-authored several books and chapters, including *Future Tense: The Business Realities of the Next Ten Years* (William Morrow, 1994) and *Looking Ahead at American Health Care* (McGraw-Hill, 1...

## Testimonials

“ [Our event] went incredibly well! He’s fantastic! Poor Ian had people asking him questions all the way into his taxi! His presentation is informative and educational. Ian’s style is admirable--he’s credible and relatable. He’s quite entertaining as well. We are very pleased! Thank you for bringing him to us!” ”

- WPS Health Solutions.

Ian Morrison

## Speech Topics

- Vision
- Technology
- Strategic Alliance
- Leadership
- Keynote
- Healthcare

