

Lesson 5

READ THIS STORY #2, Advanced

The Futurist

When Curtis decided to become a futurist, some of his friends thought it was a strange vocation.

As a futurist, Curtis is hired as an advisor by large companies. For companies to remain prosperous, they must produce marketable items. They can't survive if their products become obsolete.

Curtis must be a student of history in order to be a futurist. He studies patterns and trends today to see if they match historical indicators of change. He doesn't like to make predictions based on just hunches or rumors.

When Curtis presents information about what is most likely to happen in the future, companies are able to plan and prepare for change. They hope their new products will generate large profits, which will make their investors happy.