

WHY does YPFP exist?

Our identity and how to
communicate it

Mission

Our mission is to foster the next generation of foreign policy leaders by providing young professionals with the knowledge, skills, exposure, and relationships to tackle critical global challenges over the course of their careers.

We are not...

We are not a networking group

We are not an event service

We are not a website

We are not a recruiting agency.

That is what we do. **Not what we are.**

They do not explain WHY we exist.

People don't buy WHAT you do, they buy **WHY** you do it

Start with
WHY

WHY YPFP?

YPFP was born from a deep conviction that our generation faces a set of historic, transnational, cross-sectoral challenges that cannot be overcome by relying on the typical approaches of the past

9/11 was a catalyst

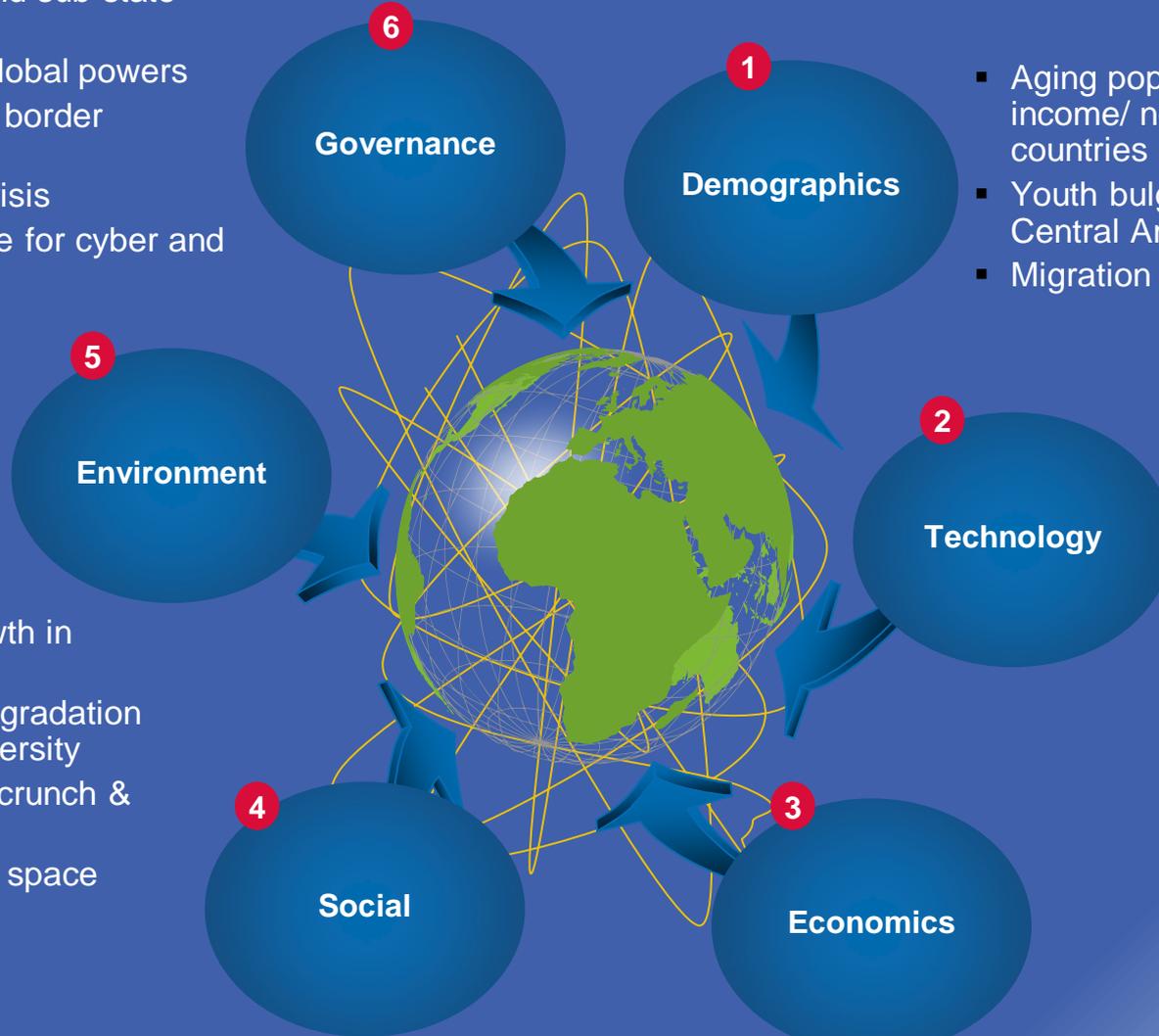
It was a call-to-action for our generation to solve complex problems that cascade across global networks and converge to create new, unanticipated risks and threats

We have inherited a complex, blended world

- Rise of non-state and sub-state actors
- New regional and global powers
- New forms of cross border governance
- Old institutions in crisis
- Nascent governance for cyber and virtual domains

- Climate change
- Water stress
- Asian-driven growth in energy demand
- Environmental degradation and loss of biodiversity
- Natural resource crunch & competition
- Future of Arctic & space

- Growth of “Mega-cities” and increasing urbanization
- Increase in infectious disease & pandemic threats
- Greater cultural integration and resulting backlash



- Aging population in high income/ northern tier countries
- Youth bulge (Middle East, Central America and Africa)
- Migration from south to north

- Increased innovation and rapid technology breakthroughs
- Increasing connectivity and decreasing communication costs
- Technology diffusion
- Revs in nano, robotics, bio /gene, AI, deep computing

- Financial flows across borders: all crises are global
- Trade increasing as a share of global econ activity
- Growth of global middle class
- Desperate poverty at the base

Some examples of *blended challenges*

Transnational criminal organizations co-opt weak governments and take control over ungoverned spaces in West Africa, Eastern Europe, and South America, from which they traffic drugs, guns, and people to the American Midwest, British towns, and Asia's metropolises

One country's failure to regulate its real estate market led to global macroeconomic crisis, catalyzing political destabilization and unrest in countries hitherto immune to such tumult, and calling into question whether the foundations of the global market economy are sound

State failure in east Africa drives people to piracy, confounding the insurance industry and putting global supply chains at risk.

The mobile phone networks used to transfer micro-loans and coordinate mass protests are leveraged by insurgents to detonate improvised explosive devices and by autocratic regimes to track down democracy and human rights activists

Terrorist groups harness the same social media and financial exchange tools we use to connect with our friends and buy stock to recruit operatives and fund violence.

These challenges will not be overcome by any single organization, sector, or country acting alone, nor understood by any single analytical approach or methodology

Only cross-sectoral approaches, interdisciplinary thinking, whole-of-society solutions, and unprecedented collaboration will succeed.

We believe the foreign policy leader of the future must bring **new thinking, new approaches, and new partnerships** to foreign policy.

We exist to develop the **foreign policy leader of the future**

NEW
THINKING



Deliver
innovative
ideas

NEW
APPROACHES



Develop creative ways to
address problems

NEW
PARTNERSHIP



Fuse the efforts of
business, government,
and civil society

Who is the foreign policy leader of the
future?

REVOLUTIONARY

THINKER

challenge the conventional
wisdom. question yesterday's
assumptions.

EXPLORER

analysts of history
artists of the future

INNOVATER

never stand still
apply new ideas quickly

INTEGRATOR

convene cross-sector stakeholders and initiatives
compel the participation of new actors in foreign
policy

CLOSER

deliver results
measure success through
impact

YPFP believes we must become the
next “Greatest Generation...”

...and that we must start preparing this
new generation of leaders *now*.

We are asking our generation:
Will you be ready?

*How we fulfill our mission
ensures the answer is “yes”*

We have built a diverse, enduring, and growing **community**

We are a **movement** of future leaders committed to solving the toughest problems our generation faces.

We are a **network** that breaks down barriers and reflects the type of integration and collaboration we know the world requires

Our community, movement, and network
provides the opportunities to acquire
*knowledge, skills, exposure, and
relationships*

KSER

Been there, done that.....**bought the t-shirt**

These are our four pillars –what do they mean?

knowledge

knowledge to understand complex foreign policy issues.

knowledge to revolutionize how you think.

We provide the next generation of foreign policy leaders the **knowledge, skills, exposure, and relationships** to tackle critical global challenges over the course of their careers

relationships across multiple sectors and disciplines.

relationships that dismantle silos and stovepipes.

relationships

skills

skills to address problems effectively.

competencies to thrive.

exposure to cutting-edge ideas.

exposure to the building blocks of innovative solutions.

exposure

That is the story of our identity and our mission

A complex world full of new, interconnected challenges

Challenges that cannot be solved through the typical ways of the past

The need for leaders to deliver new ideas, new approaches, and new partnerships

The responsibility to build the foreign policy leader of the future

We are a community, movement, and network that provides future leaders the knowledge, skills, exposure, and relationships to succeed

Start with **WHY**