



ACCELERATING A CONSCIOUSNESS-INCLUSIVE FUTURE

OUR NEW STRATEGIC PLAN

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A Letter From Our Leadership: **THE TIME IS NOW**

Dear Friend of IONS,

The profound evolutionary pressures facing our world are increasingly demonstrating that the old stories of separation can no longer inspire the enduring solutions we urgently need. At the same time, an awakening is accelerating—a collective realization that a deeper, more interconnected and vast reality is waiting to be revealed and embodied.

This calls us back to the profound truth that inspired our founder, Apollo 14 astronaut Edgar Mitchell: the vision of our planet as a living, interconnected whole in a universe teeming with aliveness. This vision remains our North Star at the Institute of Noetic Sciences (IONS).

Today, we are excited to share with you our new Strategic Plan—a bold, optimistic, and credible roadmap to a consciousness-inclusive future. It is designed to be flexible and iterative, allowing us to navigate rapidly changing environments while helping build the scientific foundations for a new, more complete understanding of the relationship between human potential and the whole of our reality. It is a call to re-envision what is possible, and translate that understanding into real-world impact.

As our global crises accelerate, so does the demand for a reconciliation between science and spirit. The time for this reconciliation is now, and your belief in our mission makes this possible. You are essential partners on this journey, and we are honored to embark on this next phase with you.

With deepest gratitude,



Claudia

Claudia Welss
Executive Chair



Thomas

Thomas Brophy
President

Our Strategic Approach: **AN AMBITIOUS, PHASED EXPEDITION**

This Strategic Plan is our most ambitious to date and serves as a comprehensive roadmap for the next five years. It represents a significant evolution in our work, building on a half-century of pioneering research to meet the challenges and opportunities of today.

As we complete the final projects from our previous strategy, we are launching these new initiatives in carefully planned waves. This phased approach allows us to be deliberate, responsive, and effective, ensuring that each new endeavor is built on a solid foundation, while ongoing projects are completed in the most impactful way. The initiatives outlined below represent our core strategic direction, and each includes a range of potential projects that we will evaluate and prioritize at the appropriate time to maximize our impact.

OUR GRAND CHALLENGE

At the heart of our strategy is a direct response to a fundamental question about the nature of reality. Our Grand Challenge is:

To show through investigation—empirically, experientially, and theoretically—whether consciousness is a fundamental or derivative aspect of reality.

To understand how the manifest world works, and to integrate this understanding into a more comprehensive scientific paradigm that explains both objective and subjective phenomena.

Finally, to illuminate expanded domains of human potential that are central to collective transformation for the betterment of all life.



Our Strategic Blueprint: **THE FOUR PILLARS OF OUR WORK**

Our new strategy is built upon four core pillars. The pillars are designed to work together to advance our Grand Challenge and bring the transformative power of noetic sciences into the world.

PILLAR

1

IONS-Y
FORGING A NEW
PARADIGM

What if science were liberated to explore the entirety of reality?

Drawing upon 50 years of pioneering research and a deep knowledge of the field, we map, refine, and create testable models that integrate consciousness into the fabric of science. This will create an intellectual foundation for a new, consciousness-inclusive worldview, forged by turning the methods of science toward the mystery of consciousness itself.

Our Goal

To build the intellectual foundation for a new, consciousness-inclusive worldview by creating rigorous, testable, falsifiable models.

Your Impact

By supporting this pillar, you help construct a new scientific framework that integrates consciousness, providing a more hopeful and complete story of who we are and the whole of our reality.

PILLAR
2 **IONS-X**
PROVIDING THE
EVIDENCE

Is the mind bound by the brain—or can it reach beyond, connecting us across distance and time?

IONS-X is where bold theory meets rigorous testing—our research program dedicated to empirically revealing the nonlocal and beyond material nature of consciousness. Through carefully designed experiments and global collaborations, we aim to define the parameters of nonlocality, identify the optimal conditions under which psi and other nonlocal effects emerge, and develop repeatable, credible demonstrations of consciousness-driven interactions. Ultimately, IONS-X seeks to advance a science that shows consciousness as a fundamental, interconnected force in nature—transforming how we understand ourselves, consciousness generally, and reality itself.

Our Goal

To advance the empirical knowledge of nonlocal consciousness by conclusively demonstrating the nonlocal and beyond-material nature of consciousness, clearly defining the parameters of its nonlocality, and exploring methods to enhance and maximize the potential of nonlocal consciousness.

Your Impact

Your contribution to this pillar funds the research that identifies optimal conditions for psi, repeatable laboratory protocols to study psi, and breakthrough consciousness-based science and technologies, building the trust that shifts paradigms.

PILLAR

3

CATALYZING A GLOBAL MIND CHANGE

How does a new worldview become the new normal?

Our global challenges will not be solved at the same level of mind that created them. By bringing noetic science into innovative cross-sector partnerships, democratizing access to groundbreaking research, providing opportunities for direct experience, and creating safe spaces for community and personal discovery, we are advancing a consciousness-inclusive future and liberating humanity's collective capacity to transform.

Our Goal

To enable a noetic renaissance in culture that will accompany the noetic revolution in science and empower people everywhere to embody our profound interconnection.

Your Impact

Your member support helps us share this vital knowledge with the world, fueling the learning experiences, citizen science, media, and gatherings that catalyze a global shift in consciousness.

PILLAR

4

CREATING A STRONG FOUNDATION

How does a grand vision support a sustainable reality for IONS?

This pillar provides the vital resources and operational integrity that fuel our mission. By cultivating a generous community of supporters and ensuring our organization is fiscally sound, effective, and thriving, we create the stable platform from which our research, paradigm-building, and global engagement can flourish for the next 50 years and beyond.

Our Goal

To ensure IONS remains a resilient, effective, and thriving organization, serving as a stable platform for discovery for the next 50 years and beyond.

Your Impact

Your generosity ensures that IONS can continue to be a beacon for this critical work, building the stable foundation from which our entire mission can flourish.



A Deeper Dive: **OUR STRATEGIC VISION AND KEY INITIATIVES**

For those who wish to explore the map of our expedition in greater detail, this section outlines the two core components of our strategy for each pillar: the vision we are striving for and the path we will take to get there.

We define our vision through **Optimal Outcomes**. These are the bold, long-term achievements that represent the successful culmination of our work within each pillar. They are our destination, answering the question, "What will the world look like when we succeed?"

We define our path through **Key Initiatives** and Potential Projects. These are the concrete, focused programs and research endeavors we will undertake. They are the steps on our journey—the practical "how" that brings our vision to life.

Together, they form a comprehensive blueprint, ensuring that every action we take is deliberately aimed at creating a more conscious and interconnected world.

PILLAR

1

IONS-Y FORGING A NEW PARADIGM

Optimal Outcomes

Robust Frameworks for Comparison: Ontological, philosophical, and metaphysical frameworks will exist for assessing and comparing scientific theories of reality that are consciousness- and psi-inclusive.

Models in Active Use: Consciousness-based scientific and psi-inclusive models will be actively used and evaluated in key areas of society, including science, medicine, engineering, and technology.

Catalyzing Field Formation: Multiple collaborative networks and focused convenings will be regularly catalyzing tangible outcomes and the formation of this expanded paradigm of science.

Potential Initiatives and Projects

Creating an AI-Powered Map of Consciousness Theories to visualize the entire landscape of the field, making it accessible to researchers and the public, and identifying the most promising areas for future investigation.

Developing Testable "Consciousness-inclusive Physics" Models that integrate consciousness into the equations of physics, leading to fascinating new predictions that can be tested in our labs and with our partners.

Probing the Nature of Non-Human Consciousness by collaborating with partners like DeepMind to define clear levels of machine consciousness and build behavioral tests to see if AI shows traits of self-awareness, and engaging with the scientific study of other types of non-human consciousness.

Launching a Global Collaboration of "Friendly Adversarial Teams" that brings supportive and skeptical scholars together to tackle the biggest questions, transforming debate into concrete scientific progress.

PILLAR 2 IONS-X PROVIDING THE EVIDENCE

Optimal Outcomes

Identifying the Conditions for Psi: Optimal combinations of environmental, genetic, and personal characteristics that enable reliable human psi effects are established.

A Gold-Standard Protocol: A repeatable, independently replicated protocol for robust psi effects exists for one or more categories of psi phenomena, enabling demonstrable non-local, beyond-material connection.

Breakthrough Technologies: Consciousness-based technologies that clearly demonstrate practical applications of non-local consciousness are developed by or in partnership with IONS.

Potential Initiatives and Projects

Advancing our Mind2Mind Telepathy Research through deeper neurobiological studies of emotionally bonded pairs to identify the biological signatures of non-local communication.

Exploring the Foundations of Mind-Matter Interaction through rigorous experiments that test the power of human intention to directly influence physical systems, from quantum events to the healing of living cells.

Identifying the Biological Correlates of Psi to illuminate how the human body may support connection beyond time and space.

Pioneering a Groundbreaking Psychedelic & PSI Initiative to empirically test whether specific compounds can temporarily reduce the brain's filtering of non-local consciousness, thereby amplifying psi-related effects.

Establishing a Technology Pipeline to identify and protect intellectual property for breakthrough consciousness-based tools that emerge from our research, seeding technologies that could change the world.

CATALYZING A GLOBAL MIND CHANGE

Optimal Outcomes

Conveners, Thought Leaders & Partners in Creating Solutions: Liberate a systemic collective capacity to co-create and apply consciousness-based solutions for personal, social, and planetary benefit.

Awareness Raising & Media, IONS as Voice of Authority: Produce and publish authoritative resources that illuminate the science of consciousness, expand public awareness, build trust, and shift cultural narratives.

Learning & Knowledge Access: Create high-quality tools and learning opportunities that empower curious explorers to confidently investigate, integrate, and apply noetic principles to their lives.

Safe Spaces for Noetic Conversation: Provide opportunities for safely sharing noetic experiences and inspiring deeper exploration into the science supporting them, contributing to a cultural shift where inner knowing is valued.

Potential Initiatives and Projects

Leveraging Strategic Partnerships to increase the potential of harnessing humanity's collective mind for positive global impact.

Creating the IONS Community Portal, a dynamic, online, peer-supported ecosystem that provides safe and inclusive spaces for people to explore and share their noetic experiences.

Convening High-Level, Cross-Sector Forums designed to accelerate paradigm-shifting collaborations at the frontiers of science and human potential, including producing IONS' multi-day Flagship Online Conferences.

Expanding the Role of Citizen Science, allowing more noetic explorers to participate directly in impactful IONS research.

PILLAR

4

CREATING A STRONG FOUNDATION

Optimal Outcomes

A Resilient and Thriving Organization: To cultivate a resilient, effective, and thriving organization, fueled by a generous community of supporters, ensuring our mission flourishes for the next 50 years and beyond.

Potential Initiatives and Projects

Investing in our Scientific and Educational Infrastructure by upgrading the core technology and data systems that support our research and allow us to deliver world-class educational content.

Expanding our Community Engagement Programs to provide our most dedicated supporters with a closer, more meaningful connection to our scientists, our research, and the impact of their giving.

Launching a Legacy Giving Campaign to empower our supporters to make a lasting commitment to the future of consciousness research, ensuring the work of IONS continues to inspire generations to come.

CO-CREATING A NEW REALITY

As a supporter of IONS, you are more than a donor; you are a co-creator. You stand with us at the frontier of science, holding a vision for a world that understands itself as deeply interconnected and vast. This strategic plan is the blueprint for co-creating that reality, and your role in it is indispensable. It represents our shared intention to move humanity's story from one of separation to one of connection.

The potential for discovery outlined in these pages—from providing empirical evidence for consciousness beyond the brain to catalyzing a global mind change—is transformative. This is the work that your partnership brings to life. Whether it's providing the resources for a groundbreaking study on mind-matter interaction, engaging the scientific study of non-human consciousness, or supporting the convening of thought leaders and new forums with the capacity to catalyze a shift to a noetic paradigm, affecting countless lives, your support is the critical element that transforms possibility into progress.

Every contribution, from renewing a membership to remembering IONS in your estate plan to making a significant gift, is a vital part of this work. Each is an investment in a future where science and inner wisdom are united, and where our technologies, our communities, and our cultures are built upon the profound and scientifically validated truth of our interconnection and expansion of what is possible.

We are living in a time that demands a more complete and hopeful vision for humanity. Together, we are building a noetic foundation for that vision. We are deeply grateful for your trust, partnership, and commitment to this vital work. The future we are co-creating is a brighter one because you are on this journey with us.

Thank you for being the fuel for this extraordinary journey.