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GERD LEONHARD

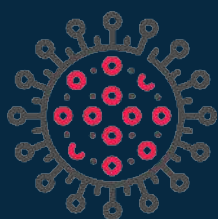
Futurist & Humanist | [virtual] Keynote Speaker | Author

CORE TOPICS 2021

NICE TO CONNECT WITH YOU!

As a Futurist, Keynote Speaker, Author, Film-Maker and Humanist, I strive to share foresights and practical wisdom with my audiences and clients. I focus on actionable observations for the next 5-10 years in Society and Humanity, Technology, Artificial Intelligence, Healthcare, Banking, Government, Jobs and Education, Human Resources, Tourism, and Mobility.

Since the beginning of the Covid19 crisis, a lot of my work has zeroed-in on Post/With-Corona-Future scenarios i.e. the future impact of this global crisis on every aspect of business and life, and the transformations that result.



The Future Beyond Corona: what to expect in the next 3-5 years

My #1 topic for 2021 [virtual keynote]

Our world has been dramatically rebooted by the covid19 crisis – and there is no ‘going back to normal’, anytime soon. This crisis feels devastating to many of us yet I think it also creates a unique opening for what I like to call The Great Transformation. This keynote can be held virtually, as a digital keynote, or in-person.

CORE TOPIC LIST 2021

- MOVING BEYOND THE CORONA CRISIS: THE NEXT 3-5 YEARS
- GREEN IS THE NEW DIGITAL, SUSTAINABLE IS THE NEW PROFITABLE
- THE GOOD FUTURE: PEOPLE, PLANET, PURPOSE, PROSPERITY
- AWESOME HUMANS + AMAZING TECH (FUTURE OF WORK / EDUCATION)
- TECHNOLOGY AND HUMANITY: BUSINESS ETHICS OF 21ST CENTURY
- THE FORK IN THE ROAD: HUMANITY'S 4 EXISTENTIAL RISKS
- HOW AND WHY THE FUTURE IS BETTER THAN WE THINK
- CULTURE EATS TECHNOLOGY FOR BREAKFAST: REHUMANIZE, NOW.
- THE 10 MEGASHIFTS OF EXPONENTIAL TRANSFORMATION
- DEVELOPING A FUTURE-READY MINDSET (FOCUS ON LEADERSHIP)

GERD LEONHARD

#1 REQUESTED VIRTUAL KEYNOTE SPEAKER



Virtual Keynotes and Remote Presentations

Gerd Leonhard is a top-rated and constantly innovating futurist, keynote speaker and presenter, both in real-life and on actual stages as well as in virtual or digital-only environments such as Zoom. Presenting online and remotely is an entirely different cup of tea – and one that Gerd has been practicing since 2013, long before the Corona-Crisis and the global shift to ‘remote everything’.

For his virtual talks (which Gerd calls [‘Keynote Television’](#)), Gerd is reinventing the very definition of keynoting, constantly adapting to this new medium: Less focus on the good old, linear-style powerpoint slides, no more simply a cheerful ‘talking head’, no more lengthy monologues but hard-hitting and to-the-point multimedia content, deeply immersive and on-demand **virtual backgrounds**. A cinematic approach to virtual stage and event designs, a dazzling variety of live-interaction options with the audience and other speakers (q&a, polls, chats, ad-hoc shared media, live social media feeds, call-ins etc.) and overall a more concise format with more focussed and entertaining content designed specifically for online audiences.

The Future Beyond Corona

What to expect in the next 3-5 years

Our world is being painfully but irreversibly rebooted by the Covid19 crisis – and we are not ‘going back to normal’. To many of us, this crisis may feel quite devastating but I think it also creates a very unique opportunity for what I call ‘**The Great Transformation**’. Watch the latest keynote videos [here](#). Have a look at my new [Beyond Corona Topic Page](#) (January 2021).

This keynote (usually held remotely) addresses topics such as:

- What have we **learned from this crisis**?
- The economic and business impact: the future of jobs, work, commerce and trade
- The geopolitical impact: Europe, the U.S. and China – new power structures? **De-Globalisation**?
- The future of capitalism: stakeholder value over shareholder value: finally, a **sustainable capitalism**?
- The environmental impact: how will this crisis impact climate-change action? How real is the ‘**end of oil**’?
- The impact on medical & healthcare: entering warp-drive
- The societal impact: is technological domination and permanent surveillance next?
- The personal impact: fears and hopes, solidarity vs. opportunism, resilience vs desperation
- The impact on investing: where will the money go?
- The impact on education, learning and universities (and leadership)

As you may have guessed, this keynote is usually held virtually i.e. as a **digital keynote**, but in some instances can also be in-person i.e. in ‘real-life’, and for those with smaller budgets I now offer new interview & conversations formats, as well.

As part of this talk, I often present these 4 steps of coping with this crisis:

focus on survival » pursue radical **collaboration** » become masters of adaptation » pivot and transform ([short video](#)).

[BOOKING INQUIRY](#)



THE GOOD FUTURE

Why and how “People-Planet-Purpose and Prosperity” is the key to our Future

Amidst the fears and everyday realities of the pandemic, the increasing urgency to **address global warming** and the societal **challenges of technological hyper-transformation** the world continues to change at a **mind-boggling pace**. Radical and once unthinkable climate-emergency measures like new **carbon taxes** (such as for **aviation** or **meat**) are becoming increasingly likely as consumers and concerned citizens around the world push for real change. At the same time, Company CEO's are touting their new commitments to **stakeholder values**, not just shareholder values.

The Covid19 crisis is amplifying our already urgent questions such as: **What kind of future do we want?** Is our economic logic suitable for the future? Will 'free and open markets' deliver solutions for complex global issues?

'**Green New Deals**' are blossoming everywhere. Waves of new funding will be injected into climate change adaptation and mitigation, creating **100s of Millions of new jobs** in sustainability-focused sectors.

This global shift towards **a new kind of capitalism** will reboot markets around the world in the next 5-7 years as we transition from the outdated single bottom-line of GDP-Growth and Profit to what I call the **quadruple bottom-line: People, Planet, Purpose and Prosperity** (aka sustainable capitalism, post-capitalism or conscious capitalism).

Sustainable is the New Profitable. PURPOSE is the new Product.

BOOKING INQUIRY

GREEN IS THE NEW DIGITAL. SUSTAINABLE IS THE NEW PROFITABLE.

Why and how the decarbonisation of our economy is the biggest opportunity in this coming decade

'**Digital transformation**' is business as usual by now – the hype has settled, and around the globe every organisation that wants to thrive is quite hard at work on digitization, automation, virtualisation and generally dealing with what I call **The Megashifts**.

The next big topic has been on the agenda for decades but had to first be kickstarted by the **Corona crisis**: The Decarbonisation of our economies and the '**gradually, then suddenly**' departure from the fossil-fuel era. Wide-ranging new carbon taxes are inevitable – during the Covid crisis we have learned that being prepared for emergencies is utterly essential – and that we can compromise if we have to. Covid19 is essentially a **test-run for climate change**.

I believe that the **circular economy** is the only economy we'll have, by 2030, and that 'sustainable' is becoming the new 'profitable' in the next 5 years (on that note, have a good look at the **stakeholder economy debates**).

Any company that does not understand how the global move towards decarbonisation will impact every segment of their business – from R&D to supply-chain to production to distribution to marketing to branding – will wither and shrink or die, and any individual that does not understand what it means as far as knowledge, skills and foresight is concerned, will quickly become dispensable.

In this talk, I explain why this **tectonic shift** is happening now, what it really means, and how to get behind it and prosper in this **fork-in-the-road** decade that's coming up.

AWESOME HUMANS ON TOP OF AMAZING TECHNOLOGY

The Future of Work, Jobs, and Education

All too often, scientific breakthroughs, the **latest technological achievements** or obsession with GDP-growth dominate discussions about our future. Yet as the world is rapidly **going digital** and virtual, I believe it actually is our *humanity* that needs the most attention, and that **it will be our humanness** which will make all the difference.

Computers will inevitably outpace humans in mere processing power, logic and efficiency, and the resulting **'End of Routine'** is a certainty. Thus, the ticket to our future is to become more human, not less, not to compete with the machines but to use their increased competence to handle those tedious commodity tasks better and faster. Machines, computers and algorithms should have **competence not consciousness**.

What will happen to humans when machines become truly 'intelligent'? What about privacy, mystery or serendipity? And what of emotions, intuition, imagination, consciousness (what I call, in **my last book**, the **androrithms**)? In this talk, I outline the challenge as well as some possible solutions – The Future is better than we think!

The biggest danger today is not that machines will eliminate us, but that we may become too much like them. (**More details here.**)

BOOKING INQUIRY

HUMANITY AND TECHNOLOGY: DIGITAL ETHICS IN THE 21ST CENTURY

Our future could be hell or it could be heaven – it's our choice!

Science fiction is increasingly becoming science fact. Witness the dramatic technological advances in robotics, artificial intelligence, human genome manipulation, autonomous vehicles, and quantum computing. In 10 years, technology will be almost limitless!

For these reasons, the ethical and humane use of technology can no longer be an afterthought, but is instead an existential challenge. If we define ethics as "knowing the difference between having the power to do something, and doing the right thing", who do we want making these critical decisions? Should it be for algorithms and profit incentives alone to determine our fate? Who will be "mission control for humanity"?

As renowned Apple CEO Tim Cook once said, "Technology can do great things, but it does not want to do great things..." And the same is true of the organization and the economy as a whole.

In a world where technology will increasingly define every aspect of life, who do we want at the helm? If we define ethics as "knowing the difference between having the right or the power to do something, and doing the right thing", who, then will decide what is right, and who will be "**mission control for humanity**"?

THE FORK IN THE ROAD

Addressing Humanity's Four Existential Challenges

Humanity has entered a critical moment in its history. We're at a pivot point. The coming decade is a time of mind-boggling exponential change and great significance, because the decisions we make in the next 10 years will determine whether our future is bright, happy and prosperous, or whether it leads to misery or perhaps even our eventual demise as a species.

And while many different forces are impacting our future, I propose that there are four overarching challenges that dwarf all others:

1. Dealing with the increasingly existential Climate Crisis
2. Designing a new economic and geopolitical framework, based on "People, Planet, Purpose & Prosperity"
3. Managing and governing exponential scientific and technological progress
4. Understanding and regulating human Enhancement, longevity, and human genome editing

The good news is that while our challenges are urgent, we are not yet too late. In fact, I often say that the future is better than we think- but we must make the right decisions, here and now and in this coming decade. What kind of world do we want to leave our children and our succeeding generations?

"You can always count on humans to do the right thing – after they've tried everything else"

BOOKING INQUIRY

THE FUTURE IS BETTER THAN WE THINK

10 Reasons to be Optimistic and 5 Actionable Strategies to Make it So

For decades, Hollywood has flooded the public with visions of dystopian futures. It is no wonder that many people fear AI and robots. Add the never-ending Covid-19 crisis, (de)globalisation, automation and geopolitical uncertainties to the mix, and the result is a widespread belief that the future is mostly bleak.

Yet the fact is that our world is not irrevocably destined to become a dehumanized hellscape ruled by AI, or some other Black-Mirror-like nightmare, and our future certainly isn't fixed – we create it with our (in)actions, every day. And if you look at the correct data, you'll find things often are actually better than ever before.

The world is, in fact, improving at a rapid rate. Sure, the world's progress in the past 30 years is not all just peachy and amazing – especially when seeing it in context with the current corona crisis. Yet we are well on the way of reducing extreme poverty and hunger, and chiselling away at many of the other woes that have plagued humanity since the dawn of time, including diseases, crime and war. Indeed, we have a lot of reasons to be optimistic about our progress. In the next decade, I think we will have most of the tools (i.e. science and technology) we need – so now we must acquire the telos (will, purpose and wisdom).

So what can you do, as an individual, an enterprise or an organisation, to make sure your future will indeed be bright? How will you develop a Future-Ready-Mindset? How will you turn these challenges/opportunities into positive action? If we are (or become) what we believe we can be, how do we change our beliefs and mindsets?

CULTURE EATS TECHNOLOGY FOR BREAKFAST

How to Build a Resilient, Agile, Creative Organizations

We have reached peak 'digital transformation' – if you haven't yet heard about why your business needs to 'transform into a digital organisation,' you just may have lived under a rock during the past 5 years:) But now we are entering an era where it is no longer just about upgrading your IT-systems or new business models.

Now it is about creating experiences and tangible human benefits. We must **transcend technology** to focus on what really matters: human flourishing and (customer) happiness. We must invest as much in humanity as we invest in technology. Today's opportunity is to **re-humanize technology** so it serves a deeper purpose.

If you don't want to end up like some of the global social media platforms who are now facing a jaw-dropping loss of trust, regulation and anti-trust legislation, put the HUMAN back into the centre of everything you do, and the future will be yours!

[BOOKING INQUIRY](#)

THE 10 MEGASHIFTS OF EXPONENTIAL TRANSFORMATION

How Organizations Can Make the Most of Disruption

While a rising tide lifts all boats, one-sided or blind disruption can capsize any organization. To create enduring, dynamic organizations built to last in today's era of accelerating exponential technology, the most important thing is foresight and preparedness.

Unlike any other point in history, companies and organizations - and their people - find themselves forced to pivot and dramatically reinvent themselves, or face sudden disintermediation and irrelevance. From music to the automotive industry, big oil to big box retail, and everything in between, the pace of change is increasing and only poised to accelerate further as the 11 Megashifts (which include digitisation, automation, datafication, virtualisation, robotisation, and others) sweep across the industry and society, altering every aspect of daily life.

While organizations unprepared for the waves of change to come will not survive, those that ready themselves can take advantage of the enormous opportunities created amidst the chaos, from IoT and artificial intelligence to robotics and new human-machine interfaces (such as voice-control and intelligent bots).

[BOOKING INQUIRY](#)

DEVELOPING A FUTURE-READY MINDSET

Character Traits, Skills, and Habits to Thrive

While there is no such thing as "knowing the future," nothing is more important to the long-term success of your organization than the future-readiness and foresight of your employees, upper management, and C-suite. Every captain needs a compass, especially in these uncertain times of technological and social upheaval where only the organizations with an eye to the future can react quickly enough to not only survive, but thrive.

There is a reason the half-life of great organizations is getting shorter and shorter. Technological disruption and competition have killed many once-great companies. And today, amidst the upcoming megashifts poised to transform the world as we know it, only agile, resilient organizations with future-ready teams and leaders will have the fortitude and foresight to capitalize on these unprecedented economic opportunities.

The question is: are your people and processes ready?

ENGAGEMENT OPTIONS

VIRTUAL OR IN PERSON – LIVE or PRE-RECORDED

AVAILABLE ENGAGEMENT & PRESENTATION FORMATS

- On-location keynote in person and with customized visuals (30-60 min), Q&A or a talk without visuals or media *subject to Covid-19 restrictions
- A virtual keynote with customised background visuals (20-60 min), Live or Pre-Recorded, plus Q&A. Several levels of customisation are available for this.
- A 'conversation with Futurist Gerd' i.e. a fireside chat (no media, no presentation), hosted by a suitable presenter or media personality
- A virtual panel or webinar participation (no dedicated speech or presentation)
- Futurizing Seminars for executive board future-coaching
- Virtual Advisory Sessions

GERD'S FEES ARE BASED ON THESE VARIABLES

- Would you like a virtual, 'digital' talk directly via Gerd's studio in Zürich, using highly immersive virtual backgrounds, in full HD (see this video) or a personal / real-life presence, at your event location?
- Is this about a current core topic (see above) with some basic customisation (lower fee), or would this be a new topic or a new industry for Gerd? How much preparation and domain expertise would be required?
- Is your request about a current or legacy topic, but with substantial customisation such as more domain-specific content requiring deeper research and preparation?
- Is this about an entirely new topic or subject matter, researched and designed for a specific occasion?

BOOKING INQUIRY

ADVISORY SESSIONS

Beyond keynotes and presentations, Gerd also offers bespoke 'futurizing' advisory sessions, workshops, seminars, as well as executive board and CXO future-coaching. Gerd is also a film-maker and heads up all StoriesFromTheFuture.tv projects. He is available for participation in fireside chats, talk shows, public debates and TV shows, and enjoys moderating events, as well. Gerd presents both in English as well as in German language.

WORD OF MOUTH FROM AROUND THE WORLD

“Working with Gerd was an excellent experience, and he definitely pushed our executives’ thinking forward. Not only did he outline major technological and societal trends affecting our business, he did so in a way that was engaging and personal.”

Adam Carroll, Inter Public Group

“Gerd Leonhard distinguishes from other futurists through his emphasis on the human factor in the story between man and machine. While some focus on predicting what technology will bring soon, he actively searches a positive story for humanity and he clearly sets limits on technology.”

Kristoff Vandermeersch, HR Expo

“Eye-opening, thought-provoking, brilliant..... Gerd’s visionary speech challenges the very core of our beliefs, he can link seemingly unrelated trends and deliver a presentation in engaging and entertaining fashion.”

Dana Kršáková, Michal Ivantýšyn, ITAPA Slovakia

“Gerd allows the audience to travel to and from the future. The result remains long after the conference, when you rewind his presentations after a few years, and see it happening in front of your eyes. I had the pleasure to hire Gerd when I was at Pestana Hotel Group, and this specific event reached the highest score ever in 4 decades. Gerd is a pleasure to work with, and I highly recommend his services.”

Nuno Ferreira Pires, SPORT.TV

“Your presentation was a huge success. You managed to scare delegates to death and give them hope at the same time – quite a feat and exactly what they needed! Thank you also for crafting your ideas so that it tied very directly into our business, rather than being just a rehash of a standard presentation.”

Clive Viegas Bennett, MGI Worldwide

“Gerd really made a big difference to our event because when he speaks about the future changes, technology, behaviors, he worries about connecting all of these changes with the audience reality, showing that it is possible to succeed, as humans, in this new world. He connects to the audience in a way that we feel that there is space for both humans and technology to live together.”

Patricia Bastos, Tetra Pak



www.futuristgerd.com main site

www.gerdleonhard.de German site

www.gerdtube.com (videos) www.gerd.cloud
(all of Gerd’s shared files)

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