



Axel Liebetrau

Impulse Speech: Implementing Innovations – Practical Ideas, Approaches and Tips

“Change the world; it needs it.”

Bertolt Brecht (1898 – 1956), German Playwright and Poet

It doesn't matter who you are: an experienced entrepreneur, a young business owner or even a dedicated fighter in an organisation that is not geared towards profit. There is a definite lack of tried and tested guidelines for implementing new business ideas. Although there are many articles, books, trainings, coachings and much more information available on the subject, no one really provides a viable path to follow.

This impulse speech will help you use your knowledge (heart and mind), your passion and your determination to start something new. Without spending too much time on theory and minute details, we will point out ways to successfully implement new ideas and innovations. We will explore the experiences others have made with start-up companies, knowledge gained from small and medium-sized businesses and methods used in the innovation departments of large corporations. These insights will form the basis upon which you can find ways to begin something new.

The following are examples of questions examined during this impulse speech:

- ...❖ How do I start something new?
- ...❖ How do I best position myself / my idea?
- ...❖ How do I “pitch” properly?
- ...❖ How do I write a business plan / concept?
- ...❖ How do I receive capital?
- ...❖ How do I find employees / partners?

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