



Axel Liebetrau

**Keynote Speaker &
Foresight Expert**

**"You should not want to anticipate the
future, but make it possible"**

Antoine de Saint-Exupéry

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TIP Choose your favourite issue - do you have other ideas for your event? We transfer your thoughts and aims for you!



Portrait

Axel Liebetrau is an expert in Innovation and Future Management and is a Thought Leader in future and innovation. He is a Consultant, Entrepreneur and Speaker with passion. His speeches often move on several time levels, industries and countries. He speaks in a pleasant, clear, and enjoyable way. He delivers his speeches and workshops with many graphics and images. He has more than 20 years of professional experience and managed over 200 international projects as a Banker, Trainer, Management Consultant and Entrepreneur. Axel Liebetrau has a German degree in Banking and Finance and UK Master of Business Administration of International Management Consulting.



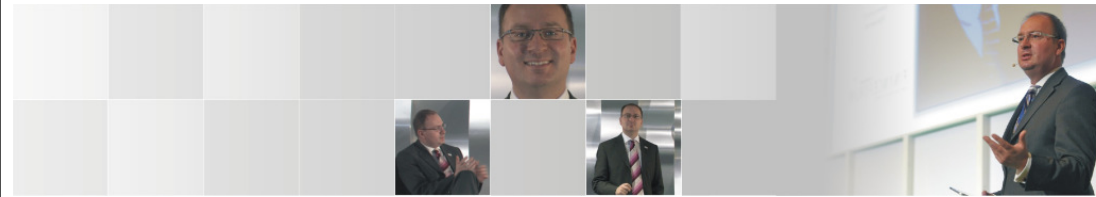
"Dear Mr. Liebetrau, I want to thank you again for your presentation on the occasion of the strategy meeting as well as for the detailed documents...the event is to be termed felicitous, wherefore your explanations gave an important contribute."

Hanspeter Hess, Dr. Doris Fellenstein, Association of Swiss Cantonal Banks, Basel/CH



"I want to thank you for this great seminar. I really enjoyed not only the contents, but also your presentation and moderation"

Jasmin Karimnia, Kompass – Centre for business start-up Frankfurt/D



Be part of the future!

Our speeches will lend you a hand

Your wishes are our priority, so we tailor our speeches and workshops for your company. We offer fresh and innovative ideas for your business.

By a detailed and concrete briefing with you as the organizer, we provide quality from start to finish and also after your event.

The offered speeches are examples for you, which are drawn to individual business concepts through intensive scheduling by the speaker. A first-class event is worthy of first-class speeches. We are sure you will find the right speech for your event!

Among the following three speeches we also arranged an assortment of special expert issues for you.

Contact us for an individual and personal consulting!



„The referee with the best feedback of our employees"

François Meres, Direktor Sales-Lentz, Luxembourg/L



„Positive feedback of the audience and a very professional preparation and accomplishment of the lecture"

Dr. Thomas Schröder, German Engineering Federation, Frankfurt/D



"Axel Liebetrau arranged a great overview of the most important trends and for this reason about the future of St. Pölten. The many useful practical examples have enlarged our horizon of thinking and made it possible to develop a plurality of new ideas and appendages for our capital city. The valuable system of scenario planning and the professional, casual and motivating atmosphere arranged for a very good effect in very short time"

Matthias Weiländer, CEO Urban Development Corp., St. Pölten/A

THINK Innovation

(Example for a speech)

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 is a lot of information available on the subject, no one really provides a viable path to follow and gives you fresh ideas. This impulse speech will help you use your knowledge, your passion and your determination to start something new.

How will I profit from this speech?

Without spending too much time on theory, we 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. This impulse speech can also be enlarged to a workshop. Contact us for further information!

Target groups:

As yet you were fighting through the jungle of literature and coachings, and anyhow you are searching for an approved way for MORE innovation? Don't lose your route! The speech will help you find the right way.

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?
- How can I get started?

lateral THINKing

(Example for a speech)

Examples of successful companies show it again and again: Ideas for innovations or new potential areas of business opportunities don't emerge from engaging with the own branch. Innovations are taking place beyond the branch borders, in "crossing" with trends outside a particular sector of industry.

You want to find out, which trends are really relevant for your business and how you can use those trends expediently.

You want to open branch borders and explore fresh ideas for your company.

How will I profit from this speech?

Take a look beyond the rim of your teacup and learn from other branches and countries! Develop a flair for the most important trends of time, experience up to date future knowledge and set the strategic course for your business in time.

This impulse speech is also suited as a workshop and is able to be upgraded. Contact us for further information!

Target groups:

For all people occupying a lateral thinker who wants to learn from other branches and countries. Move your own branch apart and reject old - fashioned thinking processes!

Questions examined during this impulse speech:

- How do I develop from cogitation to mastermind?
- How do I use crossing and how can I benefit from it?
- Which ideas from other branches and countries are helping me?
- What is a future scientist thinking about my branch?
- Which trends are really relevant for my business?
- How can I use trends expediently and correctly?
- Which are the business models and markets of the future?



THINK Difference

(Example for a speech)

Your customer cannot see any varieties: Products and services, image and company's publicity campaign, employees and their manner, even complete companies are as like as two peas in a pod. More and more the only difference the customer can see is the price. You want to experience how your customers perceive your products and your company as a whole? How do you affect your customers and how can you differ from other companies? If you have already addressed this question to yourself, then this speech hits the spot!

How will I profit from this speech?

Give your products and solutions, your employees, your distribution, your company as a whole an own profile. Be different! Vary in an attractive design, unique corporate sound or convincing olfactory. Benefit from employees' mannerism and let them be present for your customers. Experience the advantages resulting for your company!

This impulse speech is also suited as a workshop and is able to be upgraded. Contact us for further information!

Target groups:

You want to differ from other companies? Don't do the same as the business competition. Be different!

Questions examined during this impulse speech:



How does the customer experience my products and solutions, my employees or my whole company?



How can I get different?



Which advantages arise for my customers, my employees and my company from being different?



How can I get started?



Special expert issues:

You are searching for extraordinary, trend-orientated expert issues, which are tailored on your individual business standards? Benefit from our long-time experience and our knowledge and use it for your company!

Whether using mobility for your business or renewable business models - you will certainly find your favourite!

Like all our speeches also the expert issues are able to be enlarged as a workshop of several hours.

Contact us, we are into helping you in a personal conversation!



Our expert issues are also possible as workshops!



On the following pages we arranged an assortment of expert issues for you.



THINK Mobility - New mobility thinking

Mobility is a self-evident aspect of our everyday life in private and economic environment. We regard the possibility being mobile at our own opinion as a good piece of life quality. We react sensitive in mobility restriction or increase in cost. If you cannot be mobile, you often sense this as social discrimination. You want to know how the mobility of the future looks like? We give you the reply!

How will I profit from this speech?

Mobility is an economic factor of success of your business and our national economy. An adequate, affordable traffic infrastructure is required. The different wishes to infrastructure of the future and the handling with mobility are often faced emotional and isolated in the discussion between policy, economy, organizations and public. The consequences are that category groups of economy and society are captured by the megatrend mobility to a great extent. It is forming more and more category groups of our behavior and generates new products and markets. Use this trend for your business!

Target groups:

For all who are acting with mobility in their business - nearly for everybody! Mobility is not only to be understood as physical movement from A to B. It's mental, social and communicative mobility and how it can be used as a factor of success.

Questions examined during this impulse speech:

-  How is mobility changing in future?
-  What are a future scientist's thoughts about mobility in 2020?
-  Which new approaches and concepts seem to appear valuable?
-  Which further trends like individualisation, neo-ecology, globalisation or new work are playing an important role?
-  How ecologically and delightfully are we acting with mobility in 2020?



THINK Forward

We grow older and older! We are getting more and more feminin! We are getting more and more foreign! We are getting fewer and fewer! You know the changes in demographic development and the chronic depression involved that affects a lot of companies. It is paralyzing the upcoming challenges without accomplishing the demographic change. Do you also know the advantages resulting from this for your company? Profit from the demographic change!

How will I profit from this speech?

Stop pessimism. Use demographic change as an advantage for renewing your company. Your chances are hiding in new products and services, new forms of distribution and marketing, another understanding of work and personnel development, strategic cooperation and lots more.

This impulse speech is also suited as a workshop and is able to be upgraded. Contact us for further information!

Target groups:

Do you already know the chances resulting from demographic development for your business?

Questions examined during this impulse speech:

-  How is demographic alteration changing my business model?
-  How am I one step ahead to business competition through demographic change?
-  How can I create a chance out of a threat?
-  Which concrete choices of reaction do I have?



THINK Energy

Discover regenerative energies and renewable business models for your company! Higher energy efficiency and possible savings will retard the global additional demand only marginal, energy demand of world population will probably double until 2050. Main resource will be fossil fuels in spite of increasing regenerative energies. Closely connected with rising energy demand, the problem of global warming is one of the major challenges.





How will I profit from this speech?

The growing awareness for energy- and ecological questions turn energy saving and CO2 neutral economic activity into established behavior standard for your business. Customers and business partners imply energy - political tenor and orientation of the venter increasingly in their buying decisions. Sustainability means competitive advantage. Affordable energy became an important location criterion in Europe. Energy and CO2 emissions became a main topic for management and today they have the same significance as personnel or commercial force of a company, what makes a new appreciation and new management appendage essential.

Target groups:

You want to operate ecologically and commit your customer to your business, actually win new customers - take your chance and meet the challenge!

Questions examined during this impulse speech:

-  How is increasing energy demand and climate change converting my company and my business model?
-  Which products and solutions are questioned by energy-conscious customers?
-  How can I develop the image of an energy-conscious company?
-  How do I optimize my energy costs?



THINK Health

"Health will be practicable and therefore consumable", the famous Gottlieb-Duttweiler Institut (GDI) is writing in an analysis. Health was developing to a consumption product during the last years and is moving to become a lifestyle product. Market research discovered the typus of LOHAS („Lifestyle of Health and Sustainability“). Almost one third of population is classified into this segment. Health became one of the most important future markets and driver of changes in our society. You want to benefit from future's health care market and to win the linked target groups over.

How will I profit from this speech?

Complete and renew your products and services with cognizable use for health. Win the interesting customer group of well-funded people in the second period of life over. Use the customers' increased personal responsibility and their willingness to invest more money. By lots of examples we show you how to win the health care market over and which perspectives are resulting for your company.

Target groups:

Use the trend health market for your future. All economic domains will be closer and closer connected with this issue and man will be centre of economic process.

Questions examined during this impulse speech:

-  How is health orientation changing markets and society?
-  Who are LOHAS and how can I win them over?
-  Which products and services profit by health market?
-  Which long-term perspectives are cognizable on the health market?



References

Essentially for a successful event is long-time experience and familiarity with the material. You want the best for your company - we have it!

Innumerable speeches and workshops in the category groups Service, Finance, IT & Communication, Mobility etc., for example for Microsoft, Adam Opel AG or the Beiersdorf AG turn us into a indispensable partner for your business.

Axel Liebetrau is a professional member of the German Speakers Association, the Global Speakers Federation, the International Foresight Network, the Swiss Innovators Club and advisor in Finance Forum Germany.

He is a writer and a columnist (Scoach Magazine) for management, trends, foresight and innovation themes.

You have questions or wishes to the issue "references"? Contact us, we will be glad to give you information!



Contact

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