

AXEL LIEBETRAU

FUTURIST + INNOVATOR

**LIVE
on stage
or on the web:
Inspirations and
impulses for your
Future Business!**



WWW.AXEL-LIEBETRAU.DE



FUTURIZE YOUR BUSINESS

BEFORE YOU GET KODAKED



Visit my Youtube Channel:
www.youtube.com/user/aliebetrau

Keynotes and workshops as hybrid events - stage or web

Axel 4 Inspiration - the videoblog

www.axel-liebetrau.de/category/blog/

- Axel on Stage – Keynote impressions - live on stage



- Axel interviews



- Axel 4 Inspiration



**“Managers must be progressive thinkers!
They must be able to communicate
the right direction for the future, otherwise
they are merely administrators!“**



WHO IS AXEL LIEBETRAU?

Axel Liebetrau is a futurist, a sought-after keynote speaker and a passionate start-up entrepreneur. In over 1,000 keynotes in more than 15 countries worldwide, he has been able to bring his many years of practical experience as a researcher, consultant, author and entrepreneur closer to an interested audience..

Axel Liebetrau is a professional member of the German Speakers Association, the Global Speakers Network, the board of various different think tanks, and is founder of the Europe's only innovation consultancy for banks.

By now he has published 13 books and numerous articles on management, trends, foresight and innovation.



Axel Liebetrau is the first futurist to receive the CSP in German-speaking countries.



The experienced keynote speaker vibrates with his lectures and encourages more innovation and technology pleasure as well as entrepreneurial courage. Be anxious for decisive impulses and real innovations. Let him inspire you. He is an advisory board of various think tanks, lecturer at various business schools and founder of an innovation consultancy.



**“The new rules of business –
fresh ideas and impulses from
the innovation thought leader.“**

INDIVIDUAL

We tailor our talks and workshops to suit the needs of your company. In the process, we do not offer you standard fare from the shelf, but instead fresh ideas for your business. By means of a detailed and specific briefing at the very beginning with you, the event organiser, we provide optimum quality from start to finish and beyond.



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ENTERTAINING

His keynote speeches are spiced up with short stories and practical examples – they invite you to listen, think and discuss. Irrespective of whether you are looking for a convincing speaker, a stimulating discussion panel guest, or a competent presenter, who provides your guests with an understanding of innovation and trends – Axel Liebetrau inspires and stimulates!



PROFESSIONAL

Axel Liebetrau is one of the most influential experts for innovation, trends and foresight in the German-speaking region. With more than 25 years of practical experience as a management consultant, columnist and entrepreneur, he is highly qualified as an economist (Dipl. Betriebswirt) and also has an MBA. He is considered to be a frontier communicator and mediator between management and science. He researches and teaches in the fields of Open Innovation and Corporate Foresight in the top business schools in Austria, Switzerland and the UK.

INSPIRATIONAL

Axel Liebetrau, the maverick thinker, inspirer and innovation fetishist at your event. He provides you with new inspirations, decisive impulses and true innovation.



Keynotes and Workshops
available in English or
German



⌚ FUTURIZE YOUR MINDSET

Silicon Valley meets German engeneering!

We can learn so much from the digital leaders and disruptive innovators from California. How to think big and strive for the maximum, how to always question things and do better; or that failures can also be shortcuts to success.

But much of the Silicon Valley is also a clumsy marketing Chichi, which suggests that you simply have to copy the Silicon Valley for quick success.

It is exciting to understand Silicon Valley not as a region, but as a mindset. It is helpful to combine American wisdom with German entrepreneurship and engineering. It is successful when you use „Silicon Valley“ and „Made in Germany“ as inspiration and abbreviation to find your own way.

The lecture shows how to use both worlds for themselves. How to renew your business and the business of your customers over and over again creatively and how to recreate the switches in digitalization.

⌚ FUTURIZE YOUR BUSINESS

The new game rules for leadership, Sales & business in the digital World

„Executives must be thought leaders! You need to be able to communicate to your employees and customers where the company's (digital) journey is going.“

The lecture will help you be more courageous and more daring when you focus more on the changing rules of the game. This is not about exactly what the future and digitalization will bring to us. Rather, it is a question of showing possible ways and alternatives for the employee and the company. The new „royal discipline“ for executives is to maintain an overview and orientation, to recognize changes in customer behaviour and new technologies at an early stage and to bring them into viable solutions quickly.

Further contents, inspirations and suggestions for the lateral thinking of the lecture are:

- ▶ Faster failure, learning faster, acting faster = short cut to success
- ▶ Pretty different – Why the crazy customer generates more business than ten average customers
- ▶ Do you speak customer? Your customers , decisions are made before they realize it – what they can do about it

A SELECTION OF KEYNOTES AND WORKSHOP TOPICS

Axel Liebetrau moves people and businesses. Be anxious for decisive impulses, fresh ideas and real innovations. Let him inspire you for the future and a rethought business.

The lateral thinker and innovator shakes up and encourages more entrepreneurial courage. It ensures acceptance of changes and that your messages will be effective at the event.

⌚ FUTURIZE YOUR MARKETING & SALES

The new rules of the game in Marketing & Sales

Marketing and sales with new customer acquisition and customer care have arrived in the digital age. Conversational commerce, AI-Chatbots, cross-device marketing, etc. are just some top topics. Surprisingly, many digital customers increasingly want personal attention and humane service.

A contradiction? No! Marketing and sales in the digital age must be humane in order to be successful in the long term.

The presentation clearly explains the new world of digital marketing and distribution. The lecture further shows how to bring human and digital together intelligently and use it for its marketing and distribution of the future, and how to renew its marketing and sales again and again and to recreate the soft in the digital age.

⌚ #beyondCORONA – SHAPING THE FUTURE

Inspirations, impulses und tips

The Corona pandemic will be our private and professional to keep life under control. But what does that mean for us exactly? What should companies, organizations, employees and people are now doing in the near future, to solve the crisis as far as possible unscathed and then ... to get back into the swing of things?

There are (too) many „expert opinions“ and discussions. The point is to clarify new questions: What are human lives worth to us? How does the crisis change us as humans and how does it change our society? How do we secure our private prosperity and that of our society? How do we save our companies? But also very concrete questions like: What is currently being done in day-to-day business? How can we secure our success and survival?

The keynote or workshop #beyondCorona moves employees and companies. Be curious about decisive impulses, fresh ideas and fresh innovations.

Let yourself be inspired - for the future after the crisis and a completely new business.

⌚ YOUR DESIRED TOPIC

About innovation, trends and future.

Keynote, Technical Lecture Or Workshop – According to your wishes



The speaker with the best feedback of our employees.

François Meres,
Direktor Sales Lentz,
Luxembourg

The excellent preparation and the rousing speech formed the basis for the sustainable awareness of our employees on the topics of innovation and change.

Dr. Alexander Skorna, Business Development Manager, Funk Gruppe GmbH



Lateral thinking made easy! It is managed to encourage our team a motivational speech and a subsequent workshop not only to think, but rather to recognise the opportunities of digitization and to use.

Kai Moewes,
RICOSTA Schuhfabriken GmbH

REFERENCES

SATISFIED COSTUMERS - THE BEST RECOMMENDATION!

More than 300 medium-sized and international companies have already benefited from Liebetrau know-how and inspiration

- ▶ Adam Opel AG
- ▶ Aktion Mensch
- ▶ AOK Baden-Württemberg
- ▶ Alstom (Switzerland)
- ▶ Barmenia Versicherungen
- ▶ BASF SE
- ▶ Bayer Pharma
- ▶ Beiersdorf AG
- ▶ Bertrandt AG
- ▶ BITKOM
- ▶ Concordia Versicherungen
- ▶ Commerzbank AG
- ▶ CWS boco International
- ▶ CWS Nederland
- ▶ Debeka Versicherung
- ▶ DekaBank
- ▶ Deutsche Messe
- ▶ Deutsche Post DHL
- ▶ Deutsche Telekom AG
- ▶ Deutscher Sparkassen- und Giroverband
- ▶ Diebold Schweiz
- ▶ FernFachhochschule Schweiz
- ▶ Finance Forum Switzerland
- ▶ Finanzmarketingverband Österreich
- ▶ Funk-Gruppe
- ▶ GARANT Schuh & Mode
- ▶ GENOPACE GmbH
- ▶ Genossenschaftsverband
- ▶ Graubündner Kantonalbank
- ▶ HALLESCH Private Krankenversicherung aG
- ▶ Hannover Rück
- ▶ HDI Versicherung
- ▶ Hessisches Innenministerium
- ▶ IAA Nutzfahrzeuge
- ▶ ING DiBa
- ▶ Kärcher AG
- ▶ KfW Bankengruppe
- ▶ LBS West
- ▶ Microsoft Deutschland
- ▶ Microsoft Schweiz
- ▶ ÖPAG Pensionskassen AG
- ▶ PSD Bankenverband
- ▶ R+V Versicherung
- ▶ Raiffeisenbank International
- ▶ RICOSTA Kinderschuhe
- ▶ Roche
- ▶ SAGE Schweiz AG
- ▶ SAK – St. Gallisch-Appenzellische Kraftwerke
- ▶ SIF – Schweizer Institut für Finanzausbildung
- ▶ SIX Interbank Clearing AG
- ▶ Societe Generale Securities Services
- ▶ Sprenger Gruppe
- ▶ STI – Schweizer Treuhand Institut
- ▶ SuisseEMEX
- ▶ Swisstronica
- ▶ Veolia Verkehr
- ▶ Vodafone Deutschland
- ▶ Volkswagen AG
- ▶ VW Financial Services
- ▶ WKÖ Fachverband Österreichischer Seilbahnen

An excerpt from the customer list. We will gladly send you the complete customer list on request.



EXCELLENT !

Axel Liebetrau is the first futurist to receive a CSP in a German-speaking countries.

The CSP Certified Speaking Professional is the international and the world's most recognized award for Keynote Speaker; is awarded by the American National Speaker Association (NSA).The Quality Award must be supported by numerous documents and Audits over years of continuous professionalism, customer satisfaction and success can be proven.



GSA Themenbotschafter
International

swissfuture

Schweizerische Vereinigung für Zukunftsforschung
Société Suisse pour des études prospectives
Swiss Society for Futures Studies





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Keynotes, seminars and workshops
as online event for 5 to 5,000 participants.



PUBLICATIONS & BOOKS

By now he has published 16 books and numerous articles on management, trends, foresight and innovation.



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