

# AXEL LIEBETRAU

FUTURIST + INNOVATOR

**LIVE**

on stage

or on the web:

Inspirations and  
impulses for your  
Future Business!



# FUTURIZE YOUR BUSINESS

BEFORE YOU GET KODAKED





## NEW KEYNOTE

### THE SUPERPOWER OF EASE:

**Inspiration, impulses and tips for more ease  
and momentum**

Current topics such as digitalisation, AI, the energy crisis or the new way of working make leadership and business not so easy. It's never felt so hard and we've never had so much to do. But now it's time to look ahead! What does this mean for us as leaders and entrepreneurs? What should we do to overcome the challenges and regain momentum? How can we bring more ease and joy to our work?

In primary school, my favourite game class was „teapot“. In this game, you have to guess at least two different descriptions for various ambiguous terms. The game revolves around what are called homonyms (Greek for „same name“), words like feather, which means that there are different terms available. Ease is such an ambiguous word. On the one hand, it

stands for „light weight“, which applies to carrying or lifting. It also stands for „effortlessness“, the ease with which things can be achieved or changed. We need both in business: lightness in the sense of workload in terms of quantity and time, and effortlessness in the sense of low-stress and perhaps even enjoyable work. The new superpower of ease is therefore the combination of reducing workload and effort while increasing time (e.g. for creativity) and motivation to just get things done. Ease helps navigate the VUCA world and cope with the challenging environment. Ease is a key and a prerequisite for knowledge management, creativity and innovation. Like New Work, ease is difficult to separate into work and life and helps to find and maintain a balance between the two.



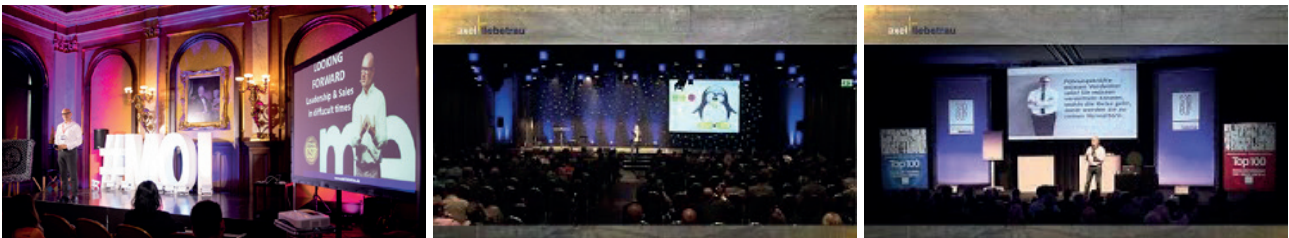
Visit my Youtube Channel:  
[www.youtube.com/user/aliebetau](https://www.youtube.com/user/aliebetau)

## Keynotes and workshops as hybrid events - stage or web

### Axel 4 Inspiration - the video blog

[www.axel-liebetrau.de/category/blog/](http://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 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 18 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.



Magazin 03/18 booster-magazin.ch

## 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 Germanspeaking 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.

# 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.

1

***THE ART, of starting something new or what you can learn from the popcorn salesman!***

2

***FUTURIZE your Business  
Shaping tomorrow's business***

3

***FUTURIZE your Marketing & Sales  
Know and use the new rules***





Keynotes and Workshops  
available in English or  
German

★ **YOUR DESIRED TOPIC** ★

*Keynote, technical lecture or workshop -  
according to your wishes and ideas on the  
topics of innovation, trends and the future.*

**SILICON VALLEY MEETS  
GERMAN ENGINEERING**  
*Harnessing the best of both worlds*

4

**YOUR BUSINESS /  
the world in 5 years**  
*Harnessing the best of both worlds*

5

**#Hacks for MORE ease  
#Hacks for MORE innovation  
#Hacks for NWE business**

6



**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
- ▶ Advanced Nuclear Fuels GmbH,
- ▶ Advantech Europe B.V.
- ▶ advantegy GmbH
- ▶ AIW Unternehmensverband
- ▶ Akademie Deutscher Genossenschaften
- ▶ 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
- ▶ HALLESCHER 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
- ▶ Sparkassen, über 30 Institute
- ▶ STI – Schweizer Treuhand Institut
- ▶ SuisseEMEX
- ▶ Swisstronica
- ▶ Veolia Verkehr
- ▶ Vodafone Deutschland
- ▶ Volkswagen AG
- ▶ VR-Banken, weit über 50 Institute
- ▶ VW Financial Services
- ▶ WERDICH Schuhe,
- ▶ WESSAMAT
- ▶ Wifi Tirol
- ▶ WKÖ Fachverband Österreichischer Seilbahnen
- ▶ Wolf Produktionssysteme
- ▶ 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





## FOLLOW ME

 Youtube Channel:  
[www.youtube.com/user/aliebetrau](https://www.youtube.com/user/aliebetrau)

 Video-Blog  
[www.axel-liebetrau.de/category/blog/](http://www.axel-liebetrau.de/category/blog/)

 [linkedin.com/in/  
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 [instagram.com/axel.liebetrau](https://www.instagram.com/axel.liebetrau)

## PUBLICATIONS







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



By now he has published 18 books and numerous articles  
on management, trends, foresight and innovation.



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FUTURIST + INNOVATOR



## Booking requests

**Thomas Paul**

Speaker management

Tel. +49 (0)69 348 7788-85

[thomas@axel-liebetrau.de](mailto:thomas@axel-liebetrau.de)

**Katharina Dohle**

Speaker management

Tel.: +49 (0)69 348 7788-82

[katharina@axel-liebetrau.de](mailto:katharina@axel-liebetrau.de)

**WWW.AXEL-LIEBETRAU.DE**



[kontakt@axel-liebetrau.de](mailto:kontakt@axel-liebetrau.de)



[axel.liebetrau](https://www.instagram.com/axel.liebetrau)



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