



HAAS. KOMMUNIZIERT. GmbH • Alte Weinsteige 10 • D-70180 Stuttgart

Knowing how the hare runs:

Control the future. It is predictable.

Those who master change are the ones who pull the strings. True to Faith Popcorn's challenge, "Own the future". It is a tremendous feeling riding out in front, on the crest of the wave of change. And closely behind, it soon becomes precarious.

The danger of dropping back, losing control and feeling "powerless" at the mercy of the waves dramatically increases unless you are right out at the front and way up at the top. And a great many executives even leave their colleagues and team behind.

Most of the players find themselves in a state of turmoil at some point. This means stress which blocks the active chance for active change. It is a major managerial responsibility to guide the company and its projects into a strong and attractive future.

"Change is not simple. Change is all-embracing - everything and everyone. Change that is well-guided leads to an efficient culture of change. You must take your staff forward with you. Promote your staff to reach the top as well!" This is what my longstanding practical experience has told me throughout more than a hundred launches, as well as in Sales and Marketing.

Change is permanently taking place; it simply has to be communicated, dead on the dot, and understood as a positive phenomenon by all those involved. Ergo: Change needs straight talk.

Straight talk from Germany's most down to earth trend-watcher.

During my **interactive presentation** I use **practical case studies** and **tangible exhibits** to demonstrate the megatrends that will be dictating the future and show you how to derive **predictable strategies for your own specific tasks.**

The future is no coincidence - it is predictable!

So that you know how the hare runs.

