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## **The best TREND WATCHER is: YOU !**

### **TREND WATCHING is no optional subject - it is obligatory for future-compliant leaders !**

According to the latest study by "Stiftung für Zukunftsfragen" on "Germany 2030"\*, only 3 percent (!) of the interviewees chosen by GfK (Gesellschaft für Konsumforschung) for this representative survey believe that their bosses are preparing them well enough for the challenges of the future.

Imagine this - especially looking at our ultra-flexible working environment with it's rapid innovation cycles.

#### **Shocking: The future does not happen!**

For many years now, I train management staff and make them aware of the "future" topic. Again and again I realise that attendees of workshops and speeches assume they had a choice - a choice to do TREND WATCHING.

However, those who want to be able to judge tomorrow's developments need to change their behaviour today.

#### **TREND WATCHING makes you fit for the future. With a system - inside the system.**

I have developed a new speech that deals with those diffuse 'future refusal symptoms'. With tailored and practical steps, decision makers receive a "Do it yourself package" to make them fit for the future.

#### **And: It's easier than you'd think. TREND WATCHING can be done by anyone.**

Future knowledge already emerges today in what we call mega trends. The latter allow a mid to long term judgement of what will become important. Which of those trends are today - and will be tomorrow - relevant for my tasks? With TREND WATCHING, you deal with the "big topics" earlier. And - other than with futurology - with a substantial training, everyone can become a TREND WATCHER.

#### **The first step: Take yourself time for the future.**

Get fit for the future with my new speech. Learn how future becomes an important part of your everyday life. Prepare yourself and your staff for tomorrow: To make sure that you don't see the future only in the rear view mirror.

#### **Switch your radar to 360° ! For future fit TREND WATCHING.**

\* Süddeutsche Zeitung of January 17<sup>th</sup> 2014 „Zurück in die Fünfziger“ - Wie werden die Deutschen im Jahr 2030 leben?

