



HAAS. DER TRENDBEOBACHTER. Lehenstrasse 59. D-70180 Stuttgart

The next big thing.

A better view - with TREND WATCHING!

But: What is the next big thing? Which idea could turn out to become a mega trend? Or at least indicate one?

Good ideas are very rare. Many believe they've got one, however 80% of the start-up companies go out of business within the first 3 years. Big players like Google or Facebook evaluate very many suggestions for improvement and find, that 90% of all new ideas are in the end no better than the previous solution.

TREND WATCHING gives you a head start !

As the TREND WATCHER, I discover the tomorrow already today. Future is nothing that surprisingly happens. It gives notice, long before it comes in. These "early warning signals" can be read, they can be interpreted and can provide us with valid information for every type of business or project.

How do I discover a new mega trend? The earlier the better. And how do I implement these new ideas? At the best with a corporate culture that is open for change. With management staff that is fit for the future.

In my speech, I'll show how essential and how simple TREND WATCHING is and how it well prepares companies and organisations for the future. See through new glasses - far sighted and with a 360° view. Because tunnel visions block the view onto tomorrow and prevent the view beyond one's nose.

Courageous self-observation! Who doesn't know him, the unfailing senior manager? Or the young fast climber with his overreaching self-confidence? Re-thinking roles makes the system more change friendly.

Using the right tools! Take yourself time for your own TREND WATCHING. My speech is the first step to place the future on rank one of your personal agenda. Because that'll create a desire for the future.

With a system - inside the system.

Future needs to become an integral part within any organisation. Because innovation happens everywhere, not only in R&D departments or with innovation managers.

Start with the customised mega trend update!

Therewith, I'll support your start, I'll show you the attractiveness of the future. Real and authentic - with examples like prototypes or innovative new products that exist but have not yet been discovered. All this live and as a great realistic experience.

