



## MATHIAS HAAS IS THE TREND WATCHER, AND HE IS ONE OF A KIND. HIS TOPIC IS MEGATRENDS.

He stands out refreshingly from the illustrious industry of self-proclaimed futurologists and dubious prophets.

"My team and I don't read the tea leaves. With a 360° panoramic view, we're observing those parts of the future that are visible today already, i.e. all the things that will be "new" tomorrow or very soon."

With TREND WATCHING, Mathias Haas shapes his own segment. It's all about fitness for future – vivid, pragmatic and useful.

This future-expert is an experience! The "international Swabian" strongly believes in infotainment and ignites a fireworks of methods on stage – always depending on the event, its objectives and the target group.

"I'm not talking about 2030, but about what to expect from our very near future. Tomorrow, if you so want – because exercisable future has a very short half-life" explains Haas, who's background is in banking

and business economics. "At the end of the day, decisions need to be made day by day, week by week or month by month."

There is another thing that distinguishes the pragmatist from his colleagues who love to surround themselves with the nimbus of alchemists with an enormous research apparatus:

What Haas is doing is not a secret science. Quite the contrary is the case: As a globally active marketing and sales manager, he has launched more than a hundred new products and services over the course of his career and is therefore familiar with the complexity of the market, the organisations and the decision-making processes.

He subjects his observations and derivations to a constant reality check in a personal exchange

with his worldwide network of pioneers and top decision-makers in business. Fashion pioneer Paul Smith, Silicon Valley expert Vivek Wadhwa and sociology professor Dirk Helbing from ETH Zurich, for example, are among his interview partners.

Haas trains his self-awareness for MegaTrends being a – as he calls it – "mobile truffle pig". Alongside numerous on-site researches, every two years he packs the bags for one of his MINDSET TOURS. That is when he submerges into a world of tomorrow for a period of full five weeks. Haas asks a lot of questions to a lot of people – and that shapes the big picture. He gets close to the big changes – worldwide. Mega cities, Silicon Valley, African capitals and – of course – China have been his destinations.

Only very few managers will be able to put that much effort into staying one step ahead in their industry. And that's why there is this „simultaneous translation“ in the shape of speeches and workshops that get tailored for every target group. These MegaTrends that have been carefully distilled out of a vast amount of information are being brought to stage in the language of the respective industry.

This way, the Stuttgart based speaker offers practical transfers for every group of audience – to

make sure MegaTrends become more tangible and link better into the daily business. Trends are topics of new behaviour (mixed with new technology), and MegaTrends shape the really big headlines.

This hot mix of Mega and micro always offers room for future-ready business models and, at the same time, for radical threats. Somewhere in between, the individual positions himself (knowingly or unknowingly).

Natural scientist Alexander von Humboldt once brought hundreds of

exotic plants and animals back from his trip to America, which seem totally natural to us today. The potato, for example. The things that Haas presents during his speeches and workshops seem similarly exotic at the first glance. However: What appears distant and unknown today will be omnipresent and relevant tomorrow.

**Future is happening – whether you want it or not. And it will (sadly) also happen without you!**

