

MATHIAS HAAS: Fundamental Transformation Instead of Minor Optimization.

Mathias Haas, THE TREND OBSERVER, positions himself as a pioneer for decisive transformations, catapulting companies worldwide to the top. His 'future guidance' is not a gentle optimisation process, but a relentless drive towards unique, ambitious business models.

Mathias Haas brings about fundamental change – not in small doses or piecemeal, but in a fundamental and disruptive way. While other companies strive for single-digit percentage growth, Haas and his team aim for radically different solutions that will bring companies back to the top of the global market. Optimisation is no longer enough in global competition, because the competition works around the clock and delivers enormous results. Only top class and uniqueness at top speed will prevail.

Future guidance: putting visions into practice

The intensive work of Mathias Haas and his team is called 'future guidance': ambitious business models are gradually and relentlessly operationalised through medium and long-term visions – area by area. This is successful as long as options remain open, the ability to act exists and panic mode is avoided. Haas inspires, advises, supports and implements – from impulses and consulting to implementation via the PLAY SERIOUS AKADEMIE with methods such as LEGO SERIOUS PLAY, PLAYMOBIL pro. and the 77 Human Needs System.

Top class instead of average

Mathias Haas does not promote mediocrity, but rather challenges and works with his clients to achieve peak performance: uniqueness that trumps fierce global competition. Pragmatic, clear and with grandiose, previously unknown approaches to solutions – as one client put it: 'Mathias Haas is the Ferdinand von Schirach of the business world!' His mindset tours to future hotspots, interviews and exhibits (over 1,500) make trends tangible and fit for the future.

The compass for megatrends and zeitgeist

As DER TRENDBEOBACHTER, Haas differs from traditional futurologists: he observes developments in the here and now, distils tailor-made megatrends and provides guidance for future-proof decisions. With his four consulting steps – analysis, structure, options and positioning – he reduces complexity and creates resilient organisations. The status quo is the greatest risk. Haas' future guidance turns change into an opportunity for global leaders.

<http://www.trendbeobachter.de/en/> & <http://www.play-serious.org/en>

P. S.:

With his work, Haas, a guide to the future, is part of the '**European Dream Movement**'. Mathias Haas is very keen to promote, defend and make the most of our wonderful form of society and our freedom. Or to put it another way: we can and should realise things that others would not even dare to think about.