



SVEN GÁBOR JÁNSZKY

EUROPE'S LEADING FUTURIST



TREND RESEARCH
SPEAKER VISION
TRANSFORMATION
INNOVATION
THINK STRATEGY
ENABLE FUTURE
MOTIVATION
RULEBREAKER

A network diagram consisting of numerous yellow circular nodes of varying sizes connected by thin yellow lines. The nodes are scattered across the text area, with a larger, semi-transparent yellow circle containing a white 'A' logo positioned in the center. The overall effect is a digital or interconnected theme.



ZUKUNFT

KUNGSKRÄFT

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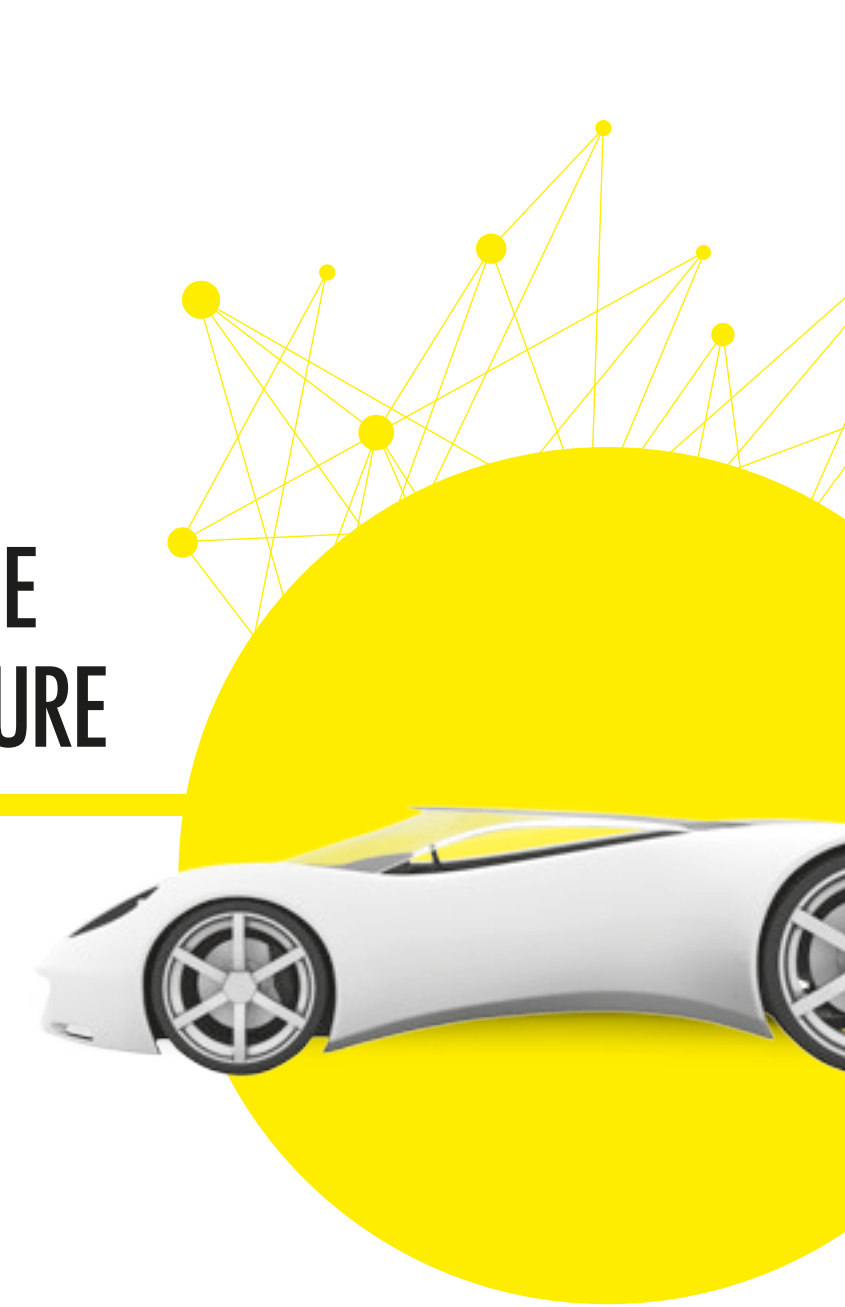
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**MORE THAN 180,000
ENTHRALLED LISTENERS**

**EXPERT APPEARANCES EVERY SECOND
DAY IN GERMAN BUSINESS MEDIA**

**AUTHOR OF MORE THAN
150 SCIENTIFIC TREND ANALYSES**

**GERMANY'S MOST SOUGHT-AFTER FUTU-
RIST FOR MORE THAN 15 YEARS**

**EUROPE'S MOST COVETED FUTURE-
STUDIES SPEAKER FOR OVER 3 YEARS**

LECTURES IN

Germany, Switzerland, Austria,
Great Britain, France, Spain,
Italy, Israel, Belgium, Finland,
Denmark, Russia, Hungary,
Slovakia, Serbia, Croatia,
Luxemburg, the Netherlands,
Greece, the USA, Silicon Valley,
China, Indonesia, Singapore

600

More than 600
keynote addresses

49.000

More than 49,000 subscribers
to the German-language
weekly Trendsetters

200.000

More than 200,000 viewers
on 2b AHEAD TV

30.000

More than 30,000 subscribers
to the English-language
weekly Trendletters

1.800

More than 1,800 press
reports and interviews

5.000

More than 5,000 attendees
at the annual "Congress of
the Future"

23.000

More than 23,000 readers of
his books on trend analysis
and strategy

2.000.000

More than 2,000,000 website visitors

17

17 Congresses of
the Future

5

5 Management Books



HIS LIFE



Sven Gabor Janszky



1988

Sven Gábor Jánszky, born in 1973, has always been a little quicker than the others. He finished school near the top of his class, his diploma thesis was given top marks. He grew up in Budapest and East Germany. As a young boy, he took part in the GDR's chess league and, in 1988, he was a member of the championship runner-up GDR League youth team. No wonder that East Germany's leadership selected him, at 15, for education at an elite school. He was meant to become a diplomat for the GDR regime. Thankfully, the peaceful revolution put an end to that!

1996

He discovered his talent for “public speaking” on the improvised stages of student demonstrations following the fall of the Berlin Wall. His classmates were already predicting a successful career for him as a “voice of the people”. Instead, he decided first to become a journalist for ARD, Germany’s state-run radio network. At 23, he became the youngest news department head at the ARD. Five years later, having served as a primetime moderator, editor, correspondent and editor-in-chief, he had run through nearly all of the positions that a career in public radio could offer. He decided to break the rules. He quit this secure job with a tenured contract and a pension plan. He started over from square one.

With one goal in mind: from that point on he intended to spend his time surrounded exclusively by the most intelligent and interesting people of his day. This led him to innovative minds across the globe and, ultimately, to his current calling. As chairman of Germany’s largest futurology research institute, he is the most sought-after speaker in Europe for discussions concerning the future.



42 KM

NYC MARATHON



5.895 M

2014

Today, he lives with his wife and three children in a small village situated at the edge of a forest. He enjoys both the undisturbed views across the fields as well as his direct proximity to the airport. If need be, he can be seated onboard a plane within 45 minutes. He's passionate about taking each of his clients, and himself, to the limits and beyond. He has already climbed Kilimanjaro three times and he recently ran his 19th marathon in New York.

He loves the future and the change it brings because he knows that only change can push the world forward!



THINKING FUTURE / SVEN GÁBOR JÁNSZKY



**THE FUTURE DOESN'T HAPPEN RANDOMLY.
THE FUTURE IS CREATED!
BY YOU! OR THE OTHERS!!**

HIS WORK

AS THE NO.1 AMONG FUTURISTS

Sven Gábor Jánszky is a researcher of the future and chairman of the largest futurology institute in Germany, Austria or Switzerland: the "2b AHEAD ThinkTank". For the last 17 years, Germany's CEOs, captains of industry and innovative heads have been coming together at his invitation. He leads them in developing future scenarios and strategies for the next ten years.

The future strategies and business models of a large number of companies are informed and influenced by these strategic recommendations as well as the more than 150 studies and analyses of lifestyle, work and consumer trends he has published. Interviews conducted with well over 1,500 heads of strategy and innovation or technological pioneers have helped him to form one of the most interesting network of contacts existing in the current world of innovation.

His mission is the future. He aims to be the most intelligent sparring partner possible for his clients, developing a liveable future with them: independent, controversial, free of ideology!

AS A SPEAKER WITH MORE THAN 600 KEYNOTE ADDRESSES

Over the last several years, Sven Gábor Jánszky has held more future related lectures than any other speaker in Europe. And more importantly: no one has delivered better! He fascinates his listeners with a presentation combining science fiction and strategy. He describes the trends of the next decade, explaining their consequences for our lives and work while inspiring you to take shaping the future into your own hands.

In doing so, "Europe's most popular future speaker" brings the knowledge of more than 1,500 heads of innovation, from all branches of industry, into your company. As a consultant, Sven Gábor Jánszky supports executive, boards and companies in improving strategy processes and developing new business models for the future. He acts as a sparring partner for personalities and companies which recognize future change as an opportunity they would like to pursue actively. All the while, he is in demand as an interview partner, often invited by Germany's most respected media outlets to speak about the future, strategy and innovation.

His vision is one of enabling people to recognize changes in their surroundings, to break free of conventional thinking and create a better, more liveable future for themselves.

HIS WORK

AS THE AUTHOR OF HALF A DOZEN BOOKS

As a futurist, he instructs at several German universities including those in Karlsruhe, Leipzig, Göttingen and Greifswald. His books 2025 – How We Will Work in the Future and 2020 – How We Will Live in the Future influence and shape the future strategies in many branches of industry. With his books on strategic management, Rulebreakers – How People Who Change the World Think (2010) and A Reassessment of Values (2014) he became a voice for the non-traditional thinkers and disruptive innovators in German business. His fifth book, The Recruiting Dilemma (2015), explains the rapid transformations taking place within the German labour market: changes leading us to total employment, the end of long-term, permanent employment and the human resources department.

His institute, the "2b AHEAD ThinkTank" is considered the most modern and largest trend research institute in the German-speaking world with more than 40 active scientists and strategic consultants. They consider themselves a Business Think Tank and boast the business landscape's largest innovation network.


They live their mission: making their clients future proof, acting as developers of potential and informing business models of the future.

AS ENTREPRENEUR

After deciding to leave the ARD, Sven Gábor Jánzszy rented office space from an off-the-wall photographer and founded his futurology research institute: the "2b AHEAD ThinkTank". At the time, in 2003, he didn't have anything more than a desk and an assistant ... now he is the owner of the largest future research institute in Germany, Austria and Switzerland. He remains the majority owner and chairman of the 2b AHEAD ThinkTank where, by means of scientific trend studies, he helps German and European clients to understand who is driving the trends affecting them and, importantly, why. He heads up his clients' innovation teams, developing new products, strategies and business models. As an external consultant, he also supports these clients in implementing their newly improved business models.

Additionally, Sven Gábor Jánzszy is the co-founder and principal shareholder of the startup investment firm RULEBREAKER® Management, is president of the 2b AHEAD ThinkTank AG's administrative board in St. Gallen, sits on the Karlsruhochschule International University's supervisory board and is a member of the Management Circle AG's advisory board.

As an investor, he places his money in startup personalities located mainly in Silicon Valley. To date, he has not invested in any German startups. This is partly due to the fact that, when speaking with potential German startups, he often finds them lacking an absolute willingness or desire to disrupt. But, never say never ...

A man with dark hair and glasses, wearing a dark pinstriped suit jacket, a light blue shirt, and a purple patterned tie, is pointing his right index finger upwards. He is standing on a stage with a blue background that has some blurred text and graphics. The text on the background includes "Zukunft", "motivation", "2020", "info", and "men".

GERMANY IS MOVING TOWARDS A PERIOD OF TOTAL EMPLOYMENT WHICH WILL LAST 20 YEARS! YOUR CHILDREN WILL NO LONGER APPLY TO WORK FOR COMPANIES. COMPANIES WILL NEED TO SEEK OUT EMPLOYEES AMONG THE PEOPLE.

HIS WORK

AS A RULEBREAKER

Sven Gábor János lives his life breaking the rules. He has learned, from personal experience, that the greatest changes in the world, whether private or across society as a whole, are always the result of someone challenging the rules. He has also experienced that his own breaking of the rules has consistently led him to an improved personal future. Since 2013, he has been using the "Rulebreaker Society" to bring together innovative businesspeople and top managers who all share this common belief that the most important innovations in society and the marketplace are achieved by breaking the rules. They work together on projects, often giving birth to ground-breaking innovations using "creative destruction".

In his role as coach and sparring partner, Sven Gábor János regularly leads himself and clients into situations where the traditional thought patterns of European managers are of no value. He takes them to the top of Kilimanjaro or introduces them to the hacker-spaces of Silicon Valley, Tel Aviv and Beijing.

He takes us to places where the routines in our minds are, simply put, no longer of any use. Only when we find ourselves in such situations are we, being only human, willing to let go of old habits and rules so that we can develop a truly better future.

AS A FUTURIST PHILOSOPHER

Sven Gábor János, like no other expert on the future, asks the philosophical questions about the meaning behind our society's values. He knows: no one is able to truly predict the future! You can't quantify it exactly, expressing the future in precise numbers. The future is rather more a matter of perspective. It can be designed and is moulded by people of power; those in control of resources and better positioned to guide and influence others. These deciders, however, are also driven by hopes and fears, needs and constraints, opportunities and ideals.

Sven Gábor János is an eternal optimist. He loves the future because he knows it will offer his children the chance to live lives better than his own. Technology will enable them to live longer, and healthier. Technology will make it possible to solve many of mankind's greatest challenges: energy, hunger, water, the climate issues, ...

But there will also be new questions: How will the world look when our children live side by side with AI? Do we need penal laws for autonomous, decision-making machines? Will we see an erosion of values? Will progress make us happier? What will humans do while robots are handling most of the work?

These philosophical questions remain so far unanswered but they will determine our future. So we need to talk about them! When it comes to these types of hard, fluid questions, you will be hard-pressed to find a more versed or knowledgeable partner than Sven Gábor János.

**YOUR BRANCH DOES NOT SUFFER
FROM A LACK OF ANSWERS.
WHAT YOU NEED ARE THE
RIGHT QUESTIONS.**



MOTIVATED, IMPASSIONED AND INSPIRED

HIS AUDIENCE

**»CHARISMATIC! HE DRAWS
HIS AUDIENCE IN.«**

Andrea Brändli MANAGING EDITOR,
DIREKTMARKETING MAGAZINE

»TRULY ENLIGHTENING... ENRICHING!«

Julia Baron TEXT & TRAINING

**»I THOUGHT YOU WERE BRILLIANT
TODAY. YOU LIT A FIRE IN ME ;-)!«**

Michael Herz PENNY MARKT GMBH

**»PEOPLE WERE GLUED TO HIS EVERY WORD.
HE POLARIZES BUT THERE IS DEFINITELY
WELL-FOUNDED, INSIGHTFUL DEPTH.«**

Bernhard Boesch ASST. DIRECTOR, RICHEMONT

**»THE OVERWHELMINGLY POSITIVE RECEPTION
TO YOUR LECTURE AT MARC O'POLO IS MAKING
ME SERIOUSLY THINK ABOUT BOOKING YOU AS
A GUEST SPEAKER FOR OUR COMPANY.«**

Rainer Beckmann SALES MANAGER,
FERRERO DEUTSCHLAND GMBH

**»THE RISING STAR AMONG
GERMANY'S TREND RESEARCHERS.«**


Magdalena Beichel NURNBERG MESSE

**»IT WAS A PLEASURE TO EXPERIENCE YOU
AND YOUR SPEECH. VERY INSPIRING!«**

Jutta Eckebrecht IDG COMMUNICATIONS MEDIA

**»THANK YOU FOR THE SENSATIONAL
SPEECH YESTERDAY AT COMMUNICALL.«**

Andreas Kücker klickfeuer gmbh



»RARELY DO YOU HEAR SUCH AN INSPIRATIONAL SPEECH. THANK YOU VERY MUCH!«

Petra Franck PRECON

» ... TONIGHT WAS EXCITING, ABSOLUTELY MAGNIFICENT!«

Michael Weiss HEAD OF PRESS AND MEDIA RELATIONS, RAIFFEISEN-LANDESBANK TIROL AG

»THANKS FOR THE INSPIRING KEYNOTE. FOR THE FIRST TIME, I HAD ALREADY DOWNLOADED TWO OF A SPEAKER'S BOOKS TO MY TABLET BEFORE THEY'D EVEN FINISHED THEIR LECTURE.«

Bernd Wiest, Vorstand DIE ELEARNING AG

»THANK YOU FOR THE GREAT KEYNOTE SPEECH AT THE SAP FORUM IN KARLSRUHE, EASILY MY ABSOLUTE HIGHLIGHT AT THE EVENT.«

Kim Strothmann HR, MIELE & CIE. KG

»I JUST WANTED TO SAY, AGAIN, HOW STRIKING AND INSPIRING I THOUGHT YOUR SPEECH TONIGHT WAS.«

Alexandra Schöneck INTERNATIONAL TREASURY

»THE SPEECH TONIGHT WAS EXCELLENT! I WAS REMINDED OF SOME OF THE BEST TED LECTURES. YOU HAD PEOPLE CLINGING TO YOUR EVERY WORD AND MADE THE FUTURE A TANGIBLE EXPERIENCE FOR THE AUDIENCE.«

Daniel N. Lang FOUNDER, VELAIA GMBH

»YOU HAVE A TRULY NATURAL AND REFRESHING WAY ABOUT YOU ... COUPLED WITH UNPRESUMING COMPETENCE - A RARE, REFRESHING COMBINATION.«

Dr. Sylvia E. Kernke ZIERENBERG

»A HUGE THANK YOU FOR THE FANTASTIC SPEECH TODAY AT CREDIT SUISSE. ... TRULY EYE-OPENING!«

Philipp Kunfermann ZÜRICH

»THANKS FOR THE LECTURE! YOU SAVED MY DAY. THAT WAS GREAT! DON'T CHANGE A THING!«

Britta Kroggel

»I TRULY ENJOYED LISTENING TO YOU AND YOUR SPEECH, BECOMING IMMERSSED IN THE FUTURE!«

Lucia Stocker DIFFERENT ANGLES

»YOU, THE TREND RESEARCHER, HAVE BECOME A MEGA-TREND IN AND OF YOURSELF.«

Dr. Claudio Felten CHAIRMAN, BUW CONSULTING

» ... YOUR LECTURE THIS WEEK AT THE SAP-FORUM - BRILLIANT!«

Marcelo Oliveira ERGO VERSICHERUNGSGRUPPE AG

»IHR REFERAT AM SWISS INNOVATION »YOUR PRESENTATION AT THE SWISS INNOVATION FORUM IN BASEL WAS AMAZING!«

Dr. Oliver Gywat CREDIT SUISSE AG

»MY COMPLIMENT! THAT WAS SPECIAL!«

Oliver Mathys JAVADOPLANT

»I'VE SEEN AND LISTENED TO A LOT OF SPEECHES, BUT YOURS WAS JUST "SUPERB", IN BOTH A RHETORICAL AND A FACTUAL SENSE. I WAS OVERWHELMED THAT JUST ONE SPEAKER COULD "GRAB" SO MANY LISTENERS.«

Helga Förster SAP-FORUM

»YOUR LECTURE HAS BEEN RUNNING THROUGH MY HEAD SINCE YESTERDAY AND HAS GIVEN ME SO MUCH TO CONSIDER AND QUESTION, REASONS TO INVESTIGATE ... «

Brita Hanafy QUALITY ASSURANCE, THOMAS COOK AG

SOME PEOPLE SEE APPROACHING CHANGES AS A GRAVE DANGER. OTHERS RECOGNISE THEM AS UNIQUE OPPORTUNITIES. THE FIRST GROUP WILL LOSE. THE SECOND WILL WIN.

YOU, AND ONLY YOU, DECIDE WHICH YOU BELONG TO! IN YOUR OWN MIND! TODAY!



2bAHEAD
Innovating your business

GRATEFUL, SATISFIED AND SUCCESSFUL

HIS CLIENTS

»The lecture today was top notch! We were all really impressed by Sven Gábor Jánzky's presentation ... it fit our meeting perfectly. I could see that everyone was impressed.«

Eike Alexander Kraft HEAD OF COMMUNICATIONS & SOCIAL RESPONSIBILITY CENTRAL EUROPE, ACCORHOTELS

»It was unbelievably fun to hear Sven Gábor Jánzky. It was a really special lecture and feedback from the member companies has all been thoroughly positive in all regards.«

Susanne Hüsemann MANAGING DIRECTOR, QUEB E. V.

»Everyone in the audience agreed that your lecture was a special highlight.«

Dirk Bohsem HEAD OF SALES AND MARKETING, MLP FINANZDIENSTLEISTUNGEN AG

»Our clients were impressed. Sven Gábor Jánzky had an interesting way of showing us how our world will go on developing and changing. After the presentation, the clients were all discussing everything intensely. Our consultants are even reporting that some clients have already begun reacting to Mr. Jánzky ideas and tips.«

Gabriele Zimmermann HEAD OF COMMUNICATION, RAIFFEISEN-LANDESBANK TIROL AG

»I truly thank you for the gripping lecture. You inspired our guests with new ideas and provided new impulses - things we need urgently in our field.«

Dr. Dietrich Gemmel EXECUTIVE BOARD CHAIRMAN, RWE EFFIZIENZ

»Sven Gábor Jánzky was, once again, excellent and extremely well received by our management team.«

Günter Fridrich HEAD OF HUMAN RESOURCES AND INTERNAL COMMUNICATION, LAGERMAX LAGERHAUS UND SPEDITIONS AG

»You had us holding our breath and were very stimulating. I definitely gained something from hearing you speak.«

Dr. Markus H. Ostrop GENERAL MANAGER, SÜDWESTTEXTIL E.V.

»The lecture wasn't only quick paced and captivating. It provided interesting and important impulses for our ongoing political efforts and the shaping of our city in the coming years.«

Heiko Melzer 1ST PARLIAMENTARY WHIP, CDU BERLIN, BERLIN PARLIAMENT

»Both you and the content of your speech were interesting, easily understood, inspiring and enjoyable.«

Liselotte Kraly CORPORATE CULTURE, IDENTITY & COMMUNICATIONS, BANK AUSTRIA - MEMBER OF UNICREDIT GROUP

»The lecture was extremely interesting. Sven Gábor Jánszky, as a speaker, is convincing and likeable. Despite his abundant knowledge, he didn't come across as arrogant. He was easy to follow, seemed approachable and relaxed. He didn't have any problem keeping us interested for an hour and a half - despite our visit to the Oktoberfest the day before.«

Elke Jäger DIRECTOR MARKETING, ATOSS SOFTWARE AG

»Following the overwhelmingly positive reception to your lecture at Marc O'Polo, I'm considering booking you as a guest speaker for our company.«

Rainer Beckmann SALES MANAGER, FERRERO DEUTSCHLAND GMBH

»He managed to transport us to the year 2025 and was able to present and explain the links between technological development and economic interests in an interesting, pleasant way.«

Anja Stenger DIRECTOR IC & CHANGE MANAGEMENT, LUFTHANSA SYSTEMS AG

»The feedback from the audience and the organising team was all very positive and ran along the lines of "best event in years." Super!«

Heinz Süess HEAD OF THE INNOVATION FACTORY, CREDIT SUISSE

»I got a lot of really great customer feedback at the forum and it hasn't slowed down. I've been getting positive emails all week. There are moments in life that one returns to and reflects upon gladly. This event was one of those moments for us, our customers and for me personally.«

Peter Ohmberger MANAGING DIRECTOR, HEKATRON

»The attendees were abuzz and talking about it all day. Many of the new thoughts and stimuli that you presented were picked up on by the following speakers built into their own speeches.«

Matthias Kunisch MANAGING DIRECTOR, FORCONT AG

»Your lecture left a lasting impression on me and my colleagues! You really have set something in motion in the heads of your listeners!«

Karin Blanka PROCESS MANAGEMENT AND CUSTOMER CARE, VOESTALPINE

»You understood how to bring all 700 listeners closer to the "future" and how to get them excited in an interesting and unique way - no easy task considering the variety of people in our audience: local managers, top executives, holding reps etc. ... not to mention that they come from a business more aligned with stationary trade.«

Nicole Est EXECUTIVE BOARD, REWE GROUP

»Your fascinating and entertaining journey to 2025 was a really great introduction to the following discussion about "the future of insurance". Your glimpse into the future sharpened many participants' awareness of the need for changes in our company.«

Dr. Christof Mascher CHIEF OPERATING OFFICER, ALLIANZ SE

»Even today, many of my colleagues in marketing still mention how much inspiration they took away from your speech.«

Gabriele Volz GESCHÄFTSFÜHRERIN, WEALTH MANAGEMENT CAPITAL HOLDING GMBH

»I wasn't the only one who thought it was thrilling!!! ... our members were all more than happy with the presentation. The juniors were beside themselves.«

Peter Botz DIRECTOR, GERMAN GARDEN CENTRE ASSOC. E.V.

»That was a top-rate speech! In the future, I'll love my clients like I do myself! The feedback from our clients was extremely positive.«

Klaus Röhr MARKETING, IDS SCHEER AG

»I was really impressed by your speech and the presentation of so many, varying future scenarios. It was a true pleasure to hear you speak.«

Frank Marthaler EXECUTIVE COMMITTEE MEMBER, SWISS POST SOLUTIONS

»Thank you very much for the excellent lecture. It was a great addition to our company's customer day.«

Aysel Dolma MARKETING, TNS INFRATEST



ACROSS ALL BRANCHES FROM CORPORATIONS TO MID-SIZED COMPANIES

HIS REFERENCES

CONSTRUCTION / REAL ESTATE

Baumit
Knauf Gips
LÜHRMANN
PSM
Dorothea Rohn Publishers

BEAUTY INDUSTRY

Beauty Alliance
Hairdreams
L'Oréal

CONSULTING GROUPS AND COMPANIES

A.T. Kearney
BDO
EY
FPS
h+p hachmeister + partner
Hager & Partner
h&z
inpraxi
KPMG
PwC
Rödl & Partner
WTS

OFFICE SUPPLIERS

ADEVO
Haufe Lexware
Epson
Leitz
Office Depot

CHEMICAL INDUSTRY

BASF
Linde

ENERGY SECTOR

Enel (Italien)
Energie Steiermark
E.ON
Grosskraftwerk Mannheim
Lechwerke
RWE
Stadtwerke Potsdam

FAMILY BUSINESSES / MID-SIZED / HIDDEN CHAMPIONS

Bodystreet
FARO
Merck
Mondi
Nolte Küchen

Reisswolf
Rothkötter
Unternehmensgruppe
Schüco
s.Oliver
Trierenberg Holding
Viega
Würth

FINANCIAL SECTOR

Allianz
BANTLEON
BayernLB
ANWR
Credit Suisse
Deutsche Bank
Finnova
ICP International Cash
Processing
KfW
MLP
Mountain Partners
NORD/LB
NRW.Bank
SCHUFA
Sparkassen und
Sparkassenorganisation
Swiss Life Direct
UniCredit Group
Universal Investment
Viseca
Volksbanken Raiffeisenbanken
VR-NetWorld
WL Bank

PHARMACEUTICALS

Bionorica
Hermes Arzneimittel
Merck Sharp
MSD

FOOD INDUSTRY

AB Inbev
apetito
BÄKO
bofrost
CHEFS CULINAR
Dagama
Emsland Geflügel
Feinkost Käfer
Hacker-Pschorr
Richemont
Südpack
Südzucker

EQUIPMENT BUILDERS

Bühler Group
Robert Bosch GmbH
GEDORE
Kraftanlagen München
Maschinenringe
Novaled
Schleifring
Schöler
TÜV Süd
Zeppelin

RETAIL

ANWR
E/D/E
Expert
Hagebau
Hornbach
Marc O'Polo
Markant
Massivum
MediaSaturn
OTTO Group
OBI
Penny
REWE
Toom

HOUSEHOLD AND APPLIANCES

Bosch Siemens Hausgeräte
Vorwerk
WMF

HEALTHCARE

Deutsche Ärzte- und
Apothekerbank
Healthcare Frauen
Heraeus
Prospitalia
Sartorius
Vereinigung der Kranken-
hausdirektoren (Österreich)
Viva Luzern

PERSONNEL

AON
BFW München
Queb
VERS
Embrace
Etengo

LOGISTICS

Lagermax
Lila Logistik

MEDIA & MARKETING

ARD
Arvato
Heimat
Hessischer Rundfunk
FINAKI
IDG
PostAdress
Siemens Convergence
Creators

TRADE FAIRS & CONFERENCES

Automobil Forum
CallCenter World
Deutscher Ausbildungsleiter
Kongress
Dmexco
Euroforum
Freiburger Mittelstands-
kongress
Handelsblatt Jahrestagung
IAA Internationale Auto-
mobilausstellung
ManagementCircle
Messe Frankfurt
Messe München
Messe Nürnberg
Pets International
Photokina
Reed Messe
Talentmanagement Gipfel
Trendtage Gesundheit
Luzern (Switzerland)
Verkauf Schweiz
World of Cloud
Zukunftstag Steiermark
(Austria)
Zukunft Personal

MOBILITY AND AUTOMOTIVE INDUSTRY

AkzoNobel
Alphabet
Audi
BMW
Carat
Continental
Daimler
Deutsche Bahn
Lufthansa Systems
Porsche
Volkswagen
Volvo

SECURITY

Securitas

SOFTWARE/IT BRANCH

AEB
Atos Worldwide
Axians
Besitec
DATEV
fme
Forcont
Genesys
IBM
Infineon
Microsoft
sage
SAP
SAS
Siemens
S.IT-Solutions (Austria)
Teradata

TELECOMMUNICATIONS

Deutsche Telekom
MNet
Telefonica
T-Systems
Unify
Vodafone

TOURISM

Accor Hotels
IHA
ÖHV Österreichischer
Hotelverband
Tourismusverband NRW

ORGANISATIONS AND UNIONS

ABDA
Bitkom
BVIK Bundesverband
Industrie Kommunikation
BVR
Dehoga
DSGV Deutscher Sparkassen-
und Giroverband
Fachverband Außenwerbung
GD Holz
Gema
Gesellschaft für Marketing
(Switzerland)
GS1
HNO Verband
IHK Lüneburg
Marketingclubs Lübeck,

Dortmund, Kassel
Mitegro
OpenAxis Verband (Switzer-
land)
Pro Herford
Promarca (Switzerland)
RAEK
Regionalrat Hunsrück
Swiss ICT (Switzerland)
Verband Deutscher Aus-
kunfts- und Verzeichnis-
medien
Verband Deutscher Ver-
kehrsunternehmen VDV
Verband Junger Unterneh-
mer
Verband Öffentlicher
Versicherer
Wirtschaftsjunioren
Mannheim
Wirtschaftskammern Salz-
burg, Oberösterreich, Wien

INSURANCE INDUSTRY

Alte Leipziger
AOK plus
AXA
Badische Gemeinde-
versicherung
Bayerische Versicherung
Continentale
Cooprecht
Cosmos Direkt
ERGO
Helvetia
HDI
HUK Coburg
Munich Re
msg group
Nürnberger Versicherung
Provinzial Rheinland
Rheinland Versicherung
R+V Versicherung
Sparkassen Versicherung
Standard Life
UNIQA
Versicherungsforen
Versicherungskammer Bayern
VHV Versicherungen
VPV Lebensversicherung
Westfälische Provinzial
XL Insurance
Zurich

**THE ONLY INNOVATION STRATEGY
WORTH RECOMMENDING? ATTACK
YOUR OWN BUSINESS MODEL!
IF YOU DON'T ATTACK YOURSELF,
OTHERS WILL!**



IMPRESSIVE. OUTSTANDING. AWARD WINNING.

HIS LECTURES



SVEN GÁBOR JÁNZSKY IS PART OF A 5 STAR TEAM.

HIS LECTURES IN GERMANY ARE MANAGED BY 5-STAR SPEAKERS, WHO, JÁNZSKY INSISTS ARE THE "BEST SPEAKER AGENCY IN THE COUNTRY". HIS INTERNATIONAL LECTURES ARE MANAGED BY "GLOBAL TOP SPEAKERS".

**THESE DAYS, PEOPLE TRUST THEIR DEVICES
MORE THAN THEY TRUST THEMSELVES.
RIGHTLY SO! THEY DO PROVIDE US WITH
THE BETTER ANSWERS.**



**BOOK A KEYNOTE SPEECH
BY SVEN GÁBOR JÁNSZKY
AS A HIGHLIGHT AT YOUR:**

- customer conferences
- company anniversaries
- strategy meetings
- congresses
- symposia

**BOOK AN INNOVATION AND MOTI-
VATION SPEECH BY SVEN GÁBOR
JÁNSZKY AS A STIMULATING IMPULSE
FOR YOUR:**

- employee events
- sales conferences
- kick off events
- management training seminars
- innovation meetings.

**BOOK A STRATEGY SPEECH BY
SVEN GÁBOR JÁNSZKY FOR YOUR:**

- board meetings
- strategy reviews
- product developments
- change processes
- C-Suite Key Account Receptions

See for yourself!
Watch a sampling of speeches given by
Sven Gábor Jánosky online at FUTURE TV:
<https://speaker.future.consulting>

ROUSING HIGHLIGHTS FOR CUSTOMERS AND EMPLOYEES

HIS LECTURES

OVERVIEW OF TOPICS:

The speeches given by Germany's most innovative trend researcher leave his listeners full of visionary ideas, creativity and innovative concepts. Those who experience his keynote speeches are always a step ahead of the newest trends. His keynote repertoire includes future-related topics pertaining to nearly all fields of industry, innovation and motivational speeches as well as innovation management strategies. A selection of his most fascinating lectures:

INNOVATION AND MOTIVATIONAL KEYNOTES:

Living 2030 ... How We Will Live in the Future

Working 2030 ... How We Will Work in the Future

Artificial Intelligence ... New Opportunities, New Business Models in the Coming "Prediction of Everything" World

DISRUPT! The Spirit of Silicon Valley ... What You Should Learn From the Most Innovative Minds in the World

Marketing 2030 ... Why Customers Will Trust Their Devices More than Other People and How You Will Still Make the Sale!

KEYNOTE ADDRESSES ON THE FUTURE OF YOUR BRANCH:

Clients 2030 ... and Future Models for Your Business

Mobility 2030 ... How Disruptive Technology Will Change the Business Models of the Mobility Industry

Healthcare 2030 ... How the Megatrend of Biohacking Will Lead to the Most Lucrative Business Model of the Near Future

Food 2030 ... The Megatrends of Food, Nutrition and Biohacking

From Industry 4.0 to Predictive Enterprises ... How Your Company Will Look in a Faster Than Real-time World

IT 4.0 ... From the Intelligent Cloud to the Operating System of Our Lives

STRATEGY AND FUTURIST PHILOSOPHY KEYNOTES:

My Son the Cyborg! ... How Future Technologies Will Make Humans More Human

Rulebreaker ... How the People Whose Ideas Change the World Think

A Reassessment of Values ... When Leadership Meets the Future!

Innovation Management of the Future ... The Methods Innovative Companies Will Use to Reach Future Markets

The Final Showdown in Data and Privacy Protection ... Privacy and Legal Constructs for an Age of Intelligent Computers

Try to Get Fired Every Day!

DIGITALISATION IS KILLING THE STANDARDS. IN 2025 THERE WILL NO LONGER BE STANDARD PRODUCTS AT STANDARD PRICES FOR STANDARD CUSTOMERS. **PRODUCTS WILL ADJUST INDIVIDUALLY, SITUATIONALLY. THEY WILL BECOME ADAPTIVE..**



Sven Gábor Jánoszy acts as a sparring partner and personal coach for a few, hand picked personalities. In tailored coaching sessions, he helps them break free of their habitual thought and behavioural patterns so they can use new perspectives and take advantage of the opportunities presented by change. He helps them "think bigger", leads them to "moonshot" thinking. "Ten times more"! What would I do if I wanted ten times as much? What would I do if I had ten times more?

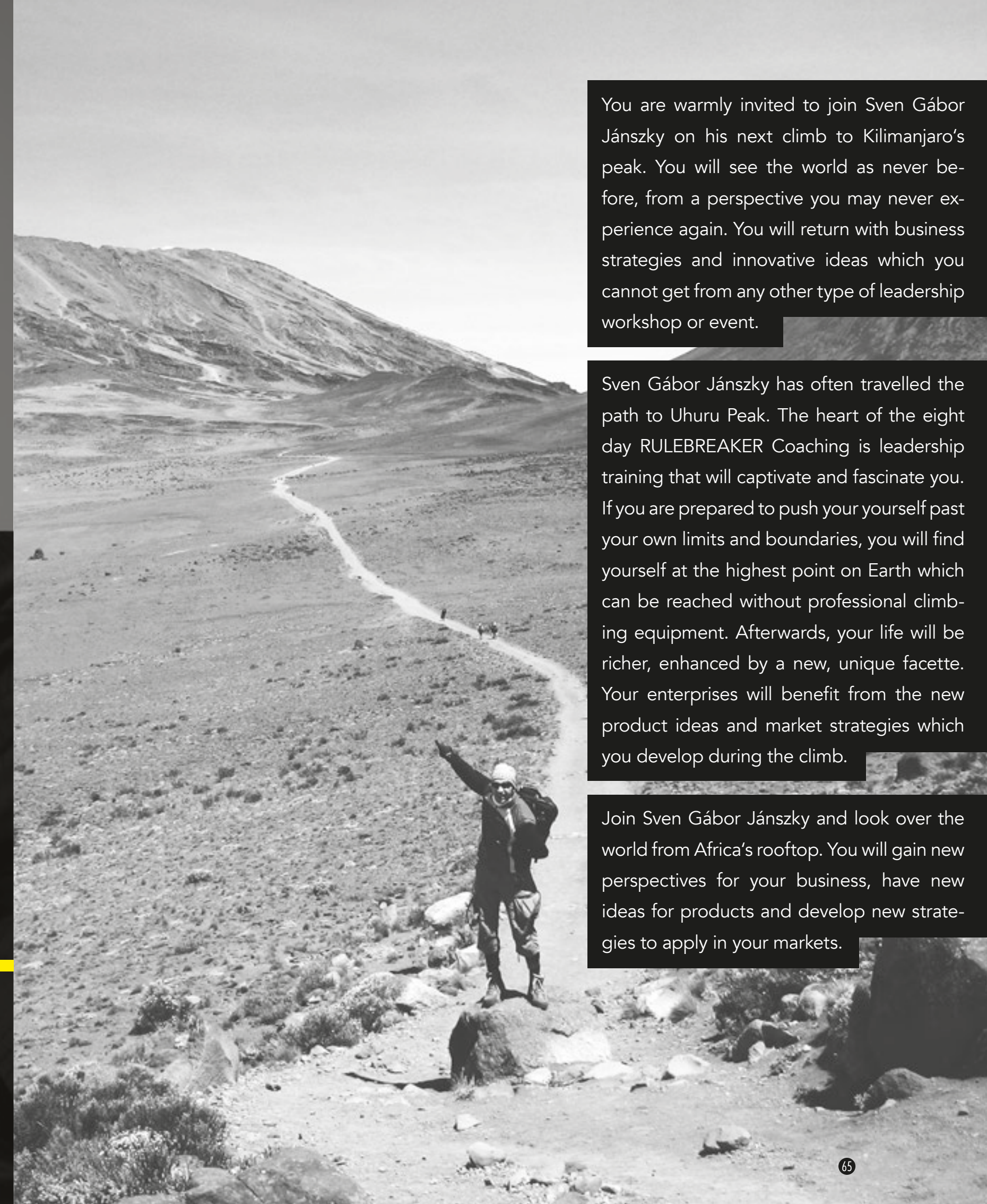
Every year, between 40 and 50 top managers and executives participate in group coaching sessions and Learning Journeys. He takes them to places around the world where the typical thought processes of the European manager simply no longer apply: to Kilimanjaro's summit or places like China, Israel and Silicon Valley.

Sven Gábor Jánoszy takes a trip to Silicon Valley every year in August. He meets a group of ten "rulebreakers" from his network and, with them, visits their ten "best business buddies" from the Valley's innovative scene. His contacts open doors to the real innovators of the world; to the offices of internet giants like Google and Facebook, ambitious startups and innovation incubators of all kinds, to influential investors and, of course, the most intelligent researchers from Stanford and Berkeley.

Every year, he gives a group of interested business leaders the opportunity to accompany him on trips to the innovative centres and startup scenes of Silicon Valley, Tel Aviv and China. Be a Part of This!

HE'LL TAKE YOU TO THE UNDISCOVERED POTENTIAL OF YOUR PERSONALITY.

HIS COACHINGS



You are warmly invited to join Sven Gábor Jánoszy on his next climb to Kilimanjaro's peak. You will see the world as never before, from a perspective you may never experience again. You will return with business strategies and innovative ideas which you cannot get from any other type of leadership workshop or event.

Sven Gábor Jánoszy has often travelled the path to Uhuru Peak. The heart of the eight day RULEBREAKER Coaching is leadership training that will captivate and fascinate you. If you are prepared to push your yourself past your own limits and boundaries, you will find yourself at the highest point on Earth which can be reached without professional climbing equipment. Afterwards, your life will be richer, enhanced by a new, unique facette. Your enterprises will benefit from the new product ideas and market strategies which you develop during the climb.

Join Sven Gábor Jánoszy and look over the world from Africa's rooftop. You will gain new perspectives for your business, have new ideas for products and develop new strategies to apply in your markets.

THINK! TANK
INNOVATION
CONSULTING
STUDIES





FASCINATING JOURNEYS THROUGH TIME AND IN-DEPTH STRATEGIES FOR THE FUTURE

HIS TOPICS

LIVING 2030 / HOW WE WILL LIVE IN THE FUTURE (ACCOMPANYING LECTURE TO HIS MOST RECENT TREND ANALYSIS BOOK)

During this lecture, Sven Gábor Jánosky will take you to a typical day in the year 2030. Expanding on scenarios of the future developed with the 2b AHEAD ThinkTank, Sven Gábor Jánosky illustrates key visions of the future as they relate to various industries.

Sven Gábor Jánosky guides you through a home of the future while describing key visions and the impact that change will have on different businesses or technological trends such as the permeation of intelligent, digital assistants or the use of augmented reality and other virtual tools to enhance practically every aspect of our daily lives. Social trends are a reflection of shifts in values across society and a reflection of the new lifestyles lived by a generation born as digital natives.

The effects of artificial intelligence will play a major role in shaping the next ten years. These will lead, as early as 2020, to intelligent digital assistants on our smartphones. These will provide better answers to our questions than human experts: to big and little questions, to the smart questions and the dumb ones as well. Sven Gábor Jánosky was one of the earliest in predicting the development of these AI assistants in his book, *2020 – How We Will Live in the Future from 2008*.

20

Today he is one of the most concise European visionaries discussing the effects of artificial intelligence. He covers topics such as the loss of faith in human experts, predictive enterprise or the question of how our society will be forced to adapt when we reach the point - sometime around 2050 - where humans are no longer Earth's most intelligent species.

Sven Gábor Jánosky illustrates formative trends using an imagined daily routine in 2030, from your early morning look in the mirror through to evening dinner. He does, however, address the fears and concerns surrounding such a future as well. Will we lose control over our lives and our autonomy because of technological advances? How will we handle the issues surrounding privacy and personal information? How quickly will our habits and practices change?

Based on this trend scenario, Sven Gábor Jánosky deduces strategic recommendations for companies across various fields and illustrates possible business models of the future. In doing so, he quotes from his trend analysis books "2020", "2025" and "2030" and presents the results of several studies into the future conducted by the 2b AHEAD ThinkTank.

Note: The Living 2030 and Working 2030 lectures can be combined upon request.

30

WORKING 2030 / HOW WE WILL WORK IN THE FUTURE

Sven Gábor Jánosky presents portions of the Working 2030 scenario developed with the 2b AHEAD ThinkTank. This interdisciplinary scenario describes a possible day in the life of a person living in the year 2030. The scenario is expanded upon and updated every year by 300 select CEOs and innovative minds at the Congress of the Future held by the largest futurology institute in the German-speaking world.

Trend researcher Sven Gábor Jánosky takes his audience on a journey through time to the year 2030. Jánosky describes key visions of the future from the perspective of various industries during a tour of the world and, in particular, the offices of the future. What will our job look like in the future? What effects will demographic developments have on our working lives? Is total employment as attractive as it sounds? What will mobility, particularly in our working lives, look like? How will we understand food, nutrition, and the optimisation of body and mind ten years from now?

The next decade will be profoundly influenced by the effects of artificial intelligence. Sven Gábor Jánosky was one of the first strategy consultants to predict this. In 2008, he was already discussing it in his book, *2020 – How We Will Live in the Future*. Shortly thereafter, he described the effects on our working lives in *2025 – How We Will Work in the Future*. Today, Sven Gábor Jánosky is one of

Europe's most prominent strategic visionaries concerning artificial intelligence. He doesn't get lost in technical details but remains focused on the changes to customers, products and processes that artificial intelligence brings with it. He clearly describes the strategic consequences for companies and how they will become predictive enterprises with adaptive products, predictive software and business models that must be "faster than real-time".

Sven Gábor Jánosky describes the challenges companies and employees will face in the future. He gives his audience an impressive view of real life on a normal working day in 2025. But what does normal even mean? We will experience total employment and job nomads, lifelong knowledge coaches and robots which explain work to us, companies without employees, unemployed without a future and campaign slogans such as "University for Everybody"! We will see people starting businesses at 60, the retirement age set at 80 and much, much more.

Discover the most innovative trends and the biggest opportunities for your future. A thrilling trip in time to the year 2030!

Note: The Living 2030 and Working 2030 lectures can be combined upon request.



CUSTOMERS 2030 AND YOUR CUSTOMER SEGMENT IN THE DIGITAL ERA

Your customers, and their lives, are changing rapidly. Universal networking, new media and lifestyle media outlets like Twitter, WhatsApp and Instagram, Virtual Reality on Facebook, community television and crowdsourcing, real-virtual communication enhanced with augmented reality. We will see demographic shifts and the changes to society's values, growing faith in the "wisdom of the masses" and less trust in experts and brand names. Digital assistants like Alexa, Siri or Cortana will take over entire areas of communication ... Your customers' lifestyles and needs are going to change completely in the coming years. What should your reaction be?

This lecture entertainingly shows how the lives of customers in the future will be. It provides you with key strategic recommendations to help your business react and prepare accordingly. This lecture helps you identify the trends which are important to you so that you can prepare today for tomorrow. In this fast-paced, entertaining lecture, Sven Gábor Jánosky presents the results of his newest research into customer dialogue. He develops a scenario depicting what customer dialogue processes will look like for brand name companies in the not so distant future.



Despite the wide scope of influence that digitalisation will have on your customers' worlds, this will, of course, not apply to all customer groups equally. Your customers are not all the same!! They have varying degrees of technological affinity and different levels of trust in that technology or their willingness to release and share their information. Sven Gábor Jánosky uses a differentiating approach to present the customer segment pyramid of the future as developed by his institute.

He describes the different segments, explaining where you should continue to apply classic, face-to-face sales techniques and explains where your traditional sales and field representatives will no longer be your best bet. He provides insight into which sales and marketing strategies will be important for various customer segments. He gives you the recommendations you will need to ensure future-proofed dealings with your customers and for customer communication in all phases of the sale, from pre- to post.

Do you still conduct your market researching using "Sinus Milieus" or "peer groups"? If so, you are using customer segmentation which was developed at a time when we didn't even have mobiles, not to mention smartphones. It's high time that you update your image of your customers to one which is ready for the future. You will not find a lecture more educational yet entertaining than Sven Gábor Jánosky's anywhere in Europe today.



DISRUPT! THE SPIRIT OF SILICON VALLEY / WHAT YOU SHOULD LEARN FROM THE MOST INNOVATIVE MINDS IN THE WORLD

There is one place in the world that now influences both our work and private lives more than any other: Silicon Valley! The innovations and disruptive spirit coming from the Valley continue to spread throughout the world at incredible speed. It's no wonder that many of the world's most important companies - Google, Facebook, Apple, Amazon, Tesla and UBER, to name a few, are based in Silicon Valley.

Sven Gábor Jánosky knows Silicon Valley and its innovative minds first-hand. He has been going there to visit these companies for years. He meets with the founders, CEOs, technology experts, strategic heads and innovative minds face-to-face. As part of his studies into the future, the trend researcher meets with the ambitious startups of San Francisco, the powerful investors of Sand Hill Road and the interesting professors at Stanford University. He comes and goes at the most important startup incubators: at Y Combinator, 500 startups and plug&play. But the Silicon Valley Spirit is more than just a concentration of quick students, rich investors and innovative global enterprises. The true power of Silicon Valley springs from its unique cultural links: the amiable "we will change the world" conceit of hippiedom and the blazing, innovative power of technology.

Most visitors to Silicon Valley may feel this spirit. But they won't understand it. That's why Sven Gábor Jánosky doesn't simply observe from the sidelines. He is friends with the Valley's protagonists. He speaks with and celebrates with them. Each year in August, when all of Silicon Valley travels into the Nevada desert for the Burning Man Festival, Sven Gábor Jánosky is right there with them. This festival, a modern-day Woodstock set in the dusty extremes of a salty desert, sees the elite of the tech world celebrating their own utopia: a world where nothing is sold and everything given away. Sven Gábor Jánosky says: "If you've never been to Burning Man, you'll never understand Silicon Valley!" Using his network, he searches out and finds the promising innovators in Silicon Valley before they are known throughout the world. He invests his own money in them, even before the gigantic Venture capital funds have become aware of their ideas.

Sven Gábor Jánosky's lecture will bring the Spirit of Silicon Valley to your business. He can do this like no other as he also lives this spirit at home here in Germany. He has restructured his own enterprise, the largest futurology institute in Germany, Austria or Switzerland, to operate as the incubators of Silicon Valley's do. He did away with the German rules. His employees think and act in "Silicon Valley Mode": pitching each other their ideas, structuring their work into two week sprints, supporting each other with "moonshot thinking" and getting together for hackathons.

Sven Gábor Jánosky is not just Europe's most sought-after researcher of the future. He is also a business hacker. Because if you live the Silicon Valley spirit, then you must see yourself as a hacker in the best sense: an innovator improving the world by tearing down old, outmoded rules and replacing them with something better.

In his keynote speech, he presents you with the strategies and methods of Silicon Valley. „But, more importantly, he opens the door to that spirit. The spirit, without which, we can never truly understand the innovative power of Silicon Valley.



MY SON, THE CYBORG! / HOW FUTURE TECHNOLOGIES WILL MAKE PEOPLE MORE HUMAN

In this lecture, Germany's most innovative futurist clears up one of the most widespread misconceptions of our time: "Technology is cold and inhumane. Artificial intelligence will replace humans as the Earth's most intelligent species and lead us into the apocalypse" so goes the commonly held opinion! Not so, according to Sven Gábor Jánzsky. The chairman of the 2b AHEAD ThinkTank explains, with charm and verve, how today's technological developments are simply a continuation of normal human evolution. "Yes, computers will become more intelligent than humans! Yes, this will happen during our children's lifetimes - sometime around 2050!" So begins the renowned future expert's journey through time into the future.

But then he diverges from the standard arguments of the books and magazine articles predicting the apocalypse. Using the specific example of his own son, he describes a future world of technological advances. A world where computers surpass human intelligence and solve the greatest problems facing the world - problems created by humans of normal, average intelligence. They will manage climate change, build regenerative energy systems, make education more democratic, thwart terrorist attacks and achieve amazing scientific breakthroughs in medicine.

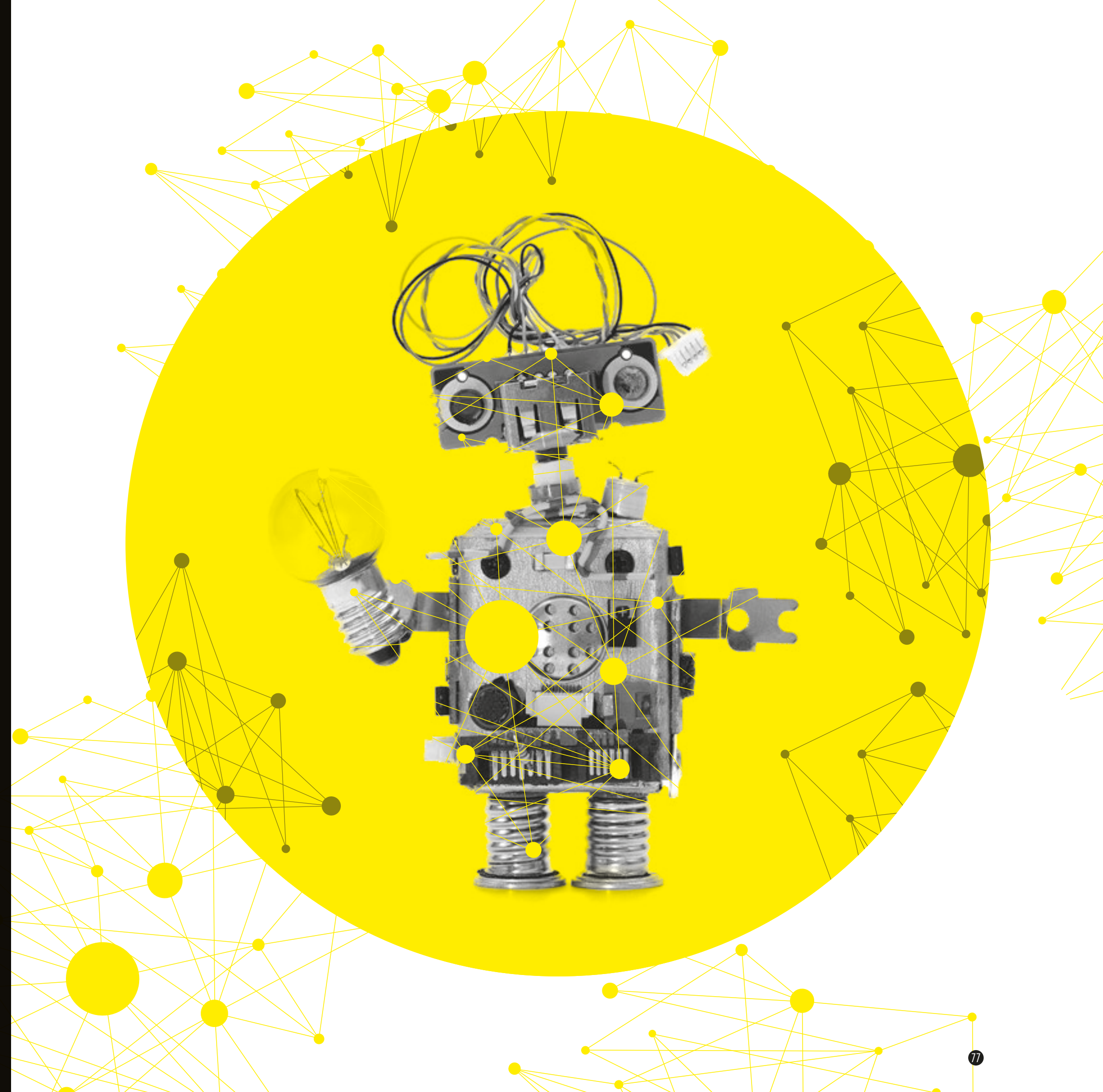
Jánzsky asks, "Are the humans of today the logical conclusion of evolution?" Only to answer his own question with, "No, we are far from perfect or ideal. In fact, we are probably the least intelligent species imaginable which is capable of establishing civilisation!" All of this means, then, that the people of the future will also be different. Jansky's prognosis is clear and succinct: Our children's generation will experience for themselves how computers improve the human body. Tiny robots will be injected into our veins to seek out and neutralise harmful pathogens. People will gladly carry small chips under their skin which help them to not only see and hear better than the people of the past but will also improve their sense of taste, feel and smell. What's more, our children and grandchildren will experience new emotions which their parents did not even know about yet. They may even begin to experiment

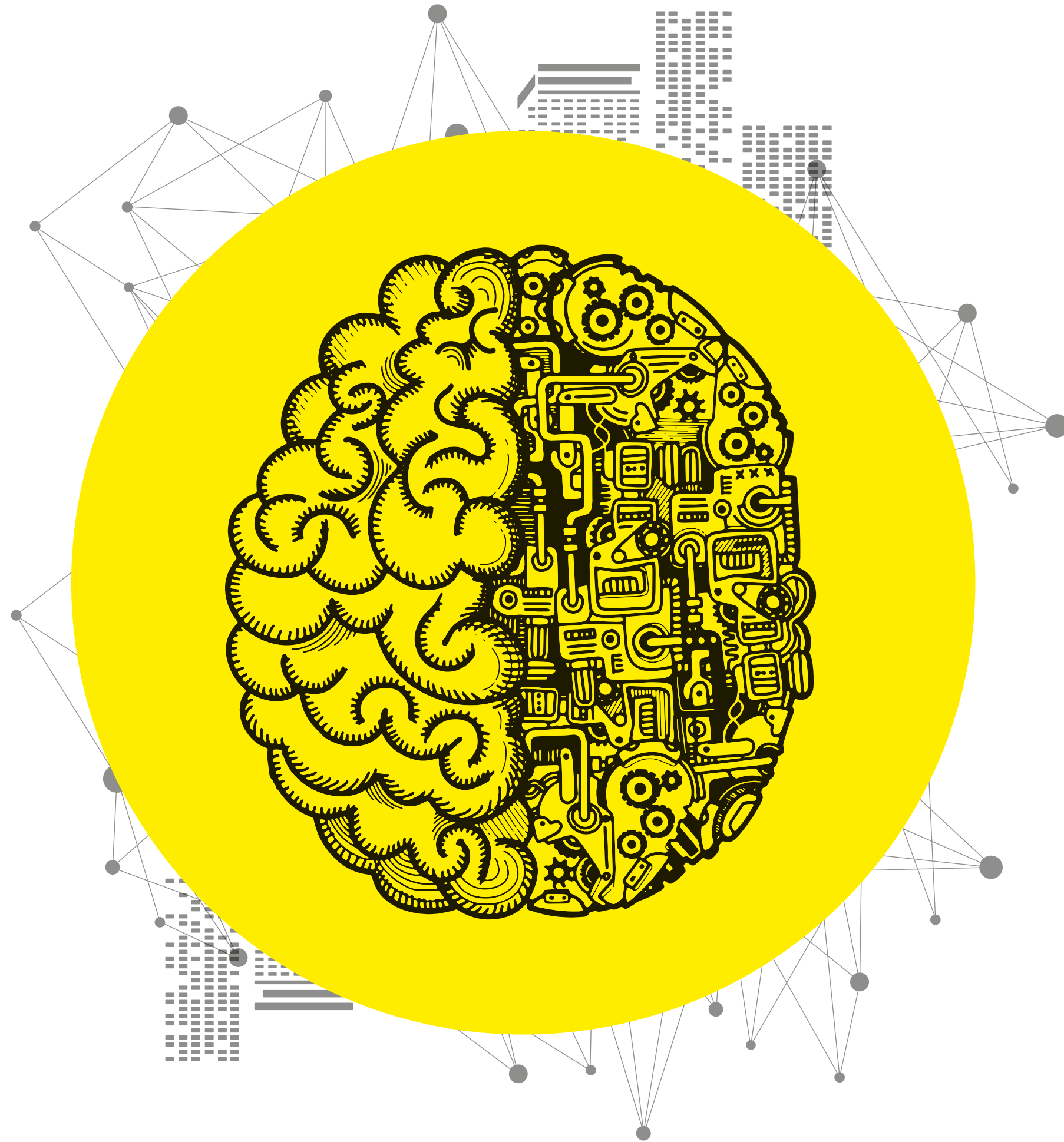
with chips in their brains which offer enhanced memory capabilities or the ability to bundle all of humanity's brainpower into one unit. "Let's take a good look at the future: our children will become cyborgs!", says Jánzsky.

But then he asks the biggest question of all: Will our kids, with all of this happening, feel less human than their parents do now or will they feel as if their humanity has been enhanced? And, will they give up the benefits, the chance to become more human, simply because they have to have 3 little chips inserted under their skin? No! "Technology will make us, humanity, even more human!" is his optimistic conclusion.

Sven Gábor Jánzsky relegates the usual horror scenarios offered by the generation of preservers and refusers into the realm of myth. He uses his inside knowledge of the most innovative technological developments on our planet, his clear, analytical point of view and his authentic, human charm to tell the story of his son's future world. All the while, he also tells the story of how our children will take advantage of these technological advances to become happier, more self-reliant and to live more humanely than those before them. If we, their parents, allow it!

This detailed, stunning journey into the future will fascinate you and your guests. You will experience a speaker who, at all times and with every word, makes it clear how much he loves the future and how he is working to shape it properly for his children with his own two hands. He leaves you with the questions, "How much responsibility do you bear for the future of our children? And how do we influence this future with our current mindset?"





ARTIFICIAL INTELLIGENCE / NEW OPPORTUNITIES, NEW BUSINESS MODELS IN THE COMING "PREDICTION OF EVERYTHING" ERA

In recent years, the topic of digitalisation has dominated the debates at our conferences and seminars. From social media to omnichannel, speakers have been outdoing themselves with predictions concerning the changes that digitalisation will bring to our businesses. But Sven Gábor Jánosky, researcher of the future, is already looking at 2030, at the time following the current wave of digitalisation. It is going to be the "Prediction of Everything" era. What can our businesses expect from the year 2030? How will our processes function? How will our customers behave? What will be required of employees? And most importantly: Will artificial intelligence and computers replace us in the workplace?

Sven Gábor Jánosky provides answers to all of these questions. His predictions are based on a new understanding of the collection, analysis and interpretation of data. While the digital and omnichannel strategies of companies today rely on the evaluation of data in real-time, they will need to become even faster - yes, "faster than real-time". The predictive enterprises of the future will work using intelligent, predictive operating systems. They will make forecasts for the near future and use these to steer our business processes more effectively.

Discover where the "Prediction of Everything" era will take us by 2030 and how disruptive technologies will permeate all corners of industry. How marketing needs to be rethought! How production will become predictive! Which new customer segments you will be able to reach and how structures and processes will look in predictive companies! However, the "big" philosophical questions will also play their part. Sven Gábor Jánosky takes a closer look at the effects and consequences of a data-driven economy: How will people become part of the operating system? Do computers make better bosses? Is the training of AI a societal problem? What will humans still decide for ourselves? How will we decide?

Allow yourself to be transported to the future of artificial intelligence. Discover the opportunities - and the risks - in your future!



RULEBREAKERS / HOW PEOPLE WHO CHANGE THE WORLD THINK

Sven Gábor Jánosky, head and chief strategist of the 2b AHEAD ThinkTank, takes you deeper into the stories surrounding the most interesting rulebreakers of our time. He takes you on a fascinating journey which he himself has experienced first-hand. Jánosky travelled throughout Germany for two years visiting the most important rulebreakers in the nation's business landscape. Initially, he observed and later discussed their lives and strategies with them. With astonishing candour, they openly discussed how they broke the rules; something which often led them to the discovery of new markets, took entire industries to the brink of collapse, helped them to earn millions and quite literally changed the world we live in...

- ... a ship maker who reinvents the cruise market!
- ... a financial manager who discovered the bank of the future!
- ... a real estate agent standing up to the entire branch!

As different as their stories and characters may be, they all share one secret to success: the art of unconventional thinking! Sven Gábor Jánosky has studied the methods and thought patterns of these mavericks. He has analysed how consciously breaking the rules led them to new innovations and how they overcame the seemingly insurmountable power of doubters and sceptics. This keynote address is a manual for doing things better, to breaking boundaries and changing the world. Anyone can become a rulebreaker. After this speech, you will already be on your way. You will have begun to think like those very rulebreakers who were able to pull off the greatest conquering of markets seen in our business world.





RULE
No.10
RULEBREAKER
MANIFESTO

TRY TO GET YOURSELF FIRED EVERY DAY! / HOW AN INNOVATIVE CULTURE OF CONSISTENTLY BREAKING RULES LEADS TO THE GREATEST INNOVATIONS

Sven Gábor Jánoszy, chief strategist and chairman of the 2b AHEAD ThinkTank, has been studying the innovation processes in both large and small German companies for years. He has witnessed the ways in which brilliant ideas can form to become successful bestsellers. More often than not, though, he has seen how great ideas fail because companies are too hesitant or afraid to act upon them. Sven Gábor Jánoszy has recorded the observations and lessons learned from ten years of discussions with Germany's leaders, CEOs and heads of innovation. His Rulebreaker Manifesto shows you how to advance true innovation using a goal-oriented, rulebreaking strategy. "No company can remain the market leader forever!" is the first hypothesis. "It's better to attack your own business model before others do" is the second.

In this lecture, Sven Gábor Jánoszy takes his audience on a mental journey to visit with the greatest innovators of our time. But, importantly, he is not simply reporting about them from afar as most pundits might. He actually knows them personally. He knows how they think and feel. He is able to dissect their strategies into manageable, useful bits: Is thinking outside the box plannable? How do I recognise the rules which can be broken now and in the future? How do I know when the time is right? How much will I have to "suffer" for doing so? What does the company culture of a rulebreaker look like?

"I will try to get fired every day" is rule number ten of his manifesto! This may sound crazy at first. If everybody did this there would be chaos. But for precisely this reason, that almost no one lives this way, the person who does will actually stand out from, to rise above, the masses. They will have begun to think like those very rulebreakers who were able to pull off the greatest conquering of markets seen in our business world.

"Being fired" is a metaphor for questioning the status quo and what has been achieved already. It is one of the main characteristics of his rulebreakers. And Sven Gábor Jánoszy has one example after the other which shows one thing repeatedly: people who actively work this way become people of real importance. In both your professional and personal worlds!

And this is why the best part of this lecture comes at the end: Sven Gábor Jánoszy retells the story of Sisyphus, who is punished and forced to roll an immense boulder up a hill only to watch it roll back down again and again. The ancient Greeks saw this repetition and the futility of his actions as the greatest punishment for a person! And this is how many people still think today. But rulebreakers think differently: "You have to imagine Sisyphus as a happy person" is Sven Gábor Jánoszy's recommendation for rulebreakers. "The fight against the top can be richly fulfilling!"



MARKETING 2030 / WHY CUSTOMERS WILL TRUST THEIR PHONES MORE THAN PEOPLE AND HOW YOU WILL STILL BE ABLE TO MAKE THE SALE!

In 2030, there will be approximately 150 billion networked devices. Many of us will have already bought one of the self-driving cars in mass production since 2021. These cars will pick up the kids from school and take them to their band or sports practice without the need for parents to serve as taxi drivers.

Why? How? Because, since 2022, we will have been carrying the world's most popular supercomputer WATSON in our pockets. It will cost the same and be the size of today's standard smartphones. Even today, they are better than any person at answering common, everyday questions. It is a better cancer diagnostician than any doctor. In short: In 2030, they will provide better answers to your questions than any human can. Both large questions and small. The smart questions and the dumb ones as well. In 2030, you will have already been using this super-intelligent "phone" for about eight years. You will speak with them as if they, themselves, are human. You, and your customers, will become used to having more faith in its answers than those from sales reps and consultants:

20

How, and in what areas, will these devices become so "intelligent"? Which sellers will benefit from these changes? Who will lose? Which customer segments will use technology exclusively and which will remain available to human salespeople? Which strategies and skills will a salesperson of 2025 need in order to keep up with developments? What about "Identity Management", which may become a hopeful solution for human sales in the future? What will this look like?

Sven Gábor Jánosky uses these questions and more to illustrate the future of marketing and sales. His answers describe the winners, and the losers, of changes to come. The winners will be those who have further developed themselves and their skill sets. Experts will have become coaches. Their revenues and salaries will rise.

This keynote is an explosively motivational speech. It doesn't rely on the usual gags and tricks but, rather, smart, strategic advice which any salesperson can apply to their own future. Sven Gábor Jánosky describes a time full of changes which will become great opportunities for those who are willing to adapt and develop themselves personally.

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WHEN LEADERSHIP MEETS THE FUTURE! / THE REASSESSMENT OF VALUES

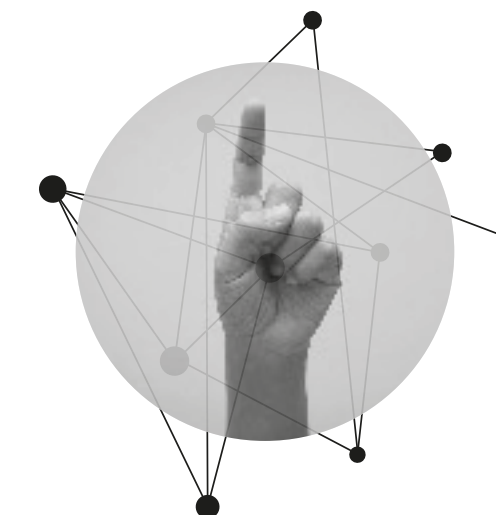
Sven Gábor Jánosky uses this keynote address to turn the public debate about society's moral decay on its head: Those who complain that the good old values are being lost share a common misconception which is dangerous for both your company and our society as a whole! There is no apocalyptic decline in the values of our youth. There is, however, a major shift in those values. One that managers and leaders must recognise and shape.

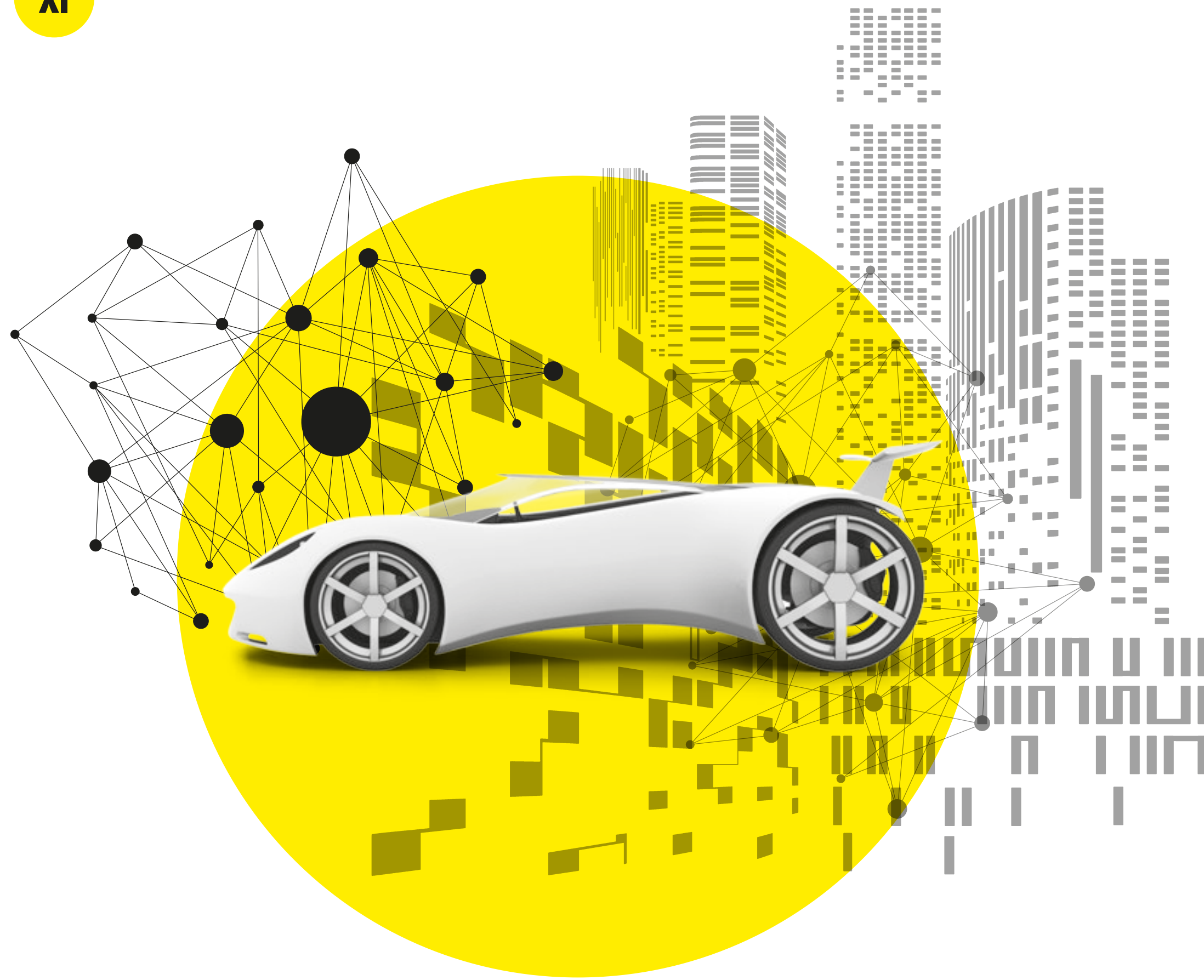
An ever more complex world, and the accompanying loss of control, means that many managers and leaders long for a return to the good old-fashioned values which, apparently, are just waiting to be rediscovered. Herein lies the danger! In his book, *The Reassessment of Value*, the future researcher and strategy consultant describes, together with elite managers from top German companies, how clinging to old values does, in fact, result in a short-term retention of power but leads, ultimately, to a loss of relevance. He describes how holding onto the old morals and standards simply forgets the most important aspect of shifts in value: that the names for our values remain the same but what we understand, their true meaning, changes rapidly. In order to uphold the "same" values, one must act differently today than was the case in the past.

The futurist and researcher takes his audience on a philosophical journey through the values most important to German enterprises: security, proximity, trust, responsibility, sustainability. Step-by-step, he translates the standards most important to your company into something meaningful and modern which you can use well into the future. He is careful, however, to steer clear of an academic, ivory tower debate. His translation of these terms has a direct influence on strategic management in any company with value-oriented leadership.

Using vibrant, practical examples, Sven Gábor Jánosky presents his audience with the biggest questions facing leadership in the near future: What does proximity mean when it is no longer measured in meters? What is freedom if this no longer means owning a car? What is trust when consumers' faith in brand names is in increasing decline? What does "home" mean when patchwork has become the norm? ... Our answers to these questions will define technological standards, business models and company structures for years to come. Those who do not understand the shifting values of our times will no longer be able to understand their own employees or customers.

Take back the power of defining your company's values! Translate, together with "Germany's most innovative futurist", these terms and names into true values ready for the future.





MOBILITY 2030 / WHY MOBILITY WILL BECOME FREE, CARS WILL BECOME AUTONOMOUS LEGAL ENTITIES AND WHY THE GERMAN AUTOMOTIVE INDUSTRY IS IN DANGER OF BEING LEFT BEHIND

What will the "mobility of the future" look like when it is based on the comprehensive, digital operating system currently being developed by a variety of major players? Even today, our cars have intelligent systems which can park themselves or automatically keep a safe distance from others around you. Autonomous cars are developing and advancing rapidly as can be witnessed by, for instance, Google's Driverless Car Project.

Futurist Sven Gábor Jánosky's fascinating lecture presents a look into the vision of the world's mobility pioneers: fewer accidents, less congestion, lower top but higher average speeds and the elimination of that ever-present factor "human error". Intelligent driving systems and autonomous cars, taxis and trams will radically change transportation as we know it. It might be much safer and faster to get around but this will also mean new challenges for business, government and society as a whole.

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Jánosky explains why he believes that the German automotive industry is not adequately prepared for the disruptive changes to come. It is focused, with its engineer-driven thought processes, on the five phases of fully autonomous automobile's technological development but has forgotten to address the changes to business models that will come along with this.

Sven Gábor Jánosky describes the cities of the future in which cars no longer have steering wheels, are activated by the push of a button on your handheld and can find their own way to your destination. Will vehicles even be sold any longer? How must business models adapt? Will there still be mass transport systems? How will inner cities change? What roles will public transport play? How must city governments of the future react? And, how the automotive industry will need to rethink their understanding of data-driven business models.

In his ground-breaking lecture, trend researcher Sven Gábor Jánosky explains his belief that the networking and digitalisation of vehicles will have a much greater effect on the future of mobility in the next decade than the introduction of electric motors has had in the recent past.

FROM INDUSTRY 4.0 TO PREDICTIVE ENTERPRISES WHAT YOUR COMPANY WILL LOOK LIKE IN A FASTER THAN REAL-TIME FUTURE

Are you still talking about Industry 4.0? Europe's most prominent researcher of the future, Sven Gábor Jánosky, uses this term only reluctantly today. He believes that we set ourselves up for misunderstandings when we speak of Industry 4.0. In his vision of the future, the result of digitalisation will not be the often mentioned automation of factories as promised by Industry 4.0. Instead, Sven Gábor Jánosky forecasts "Predictive Enterprises".

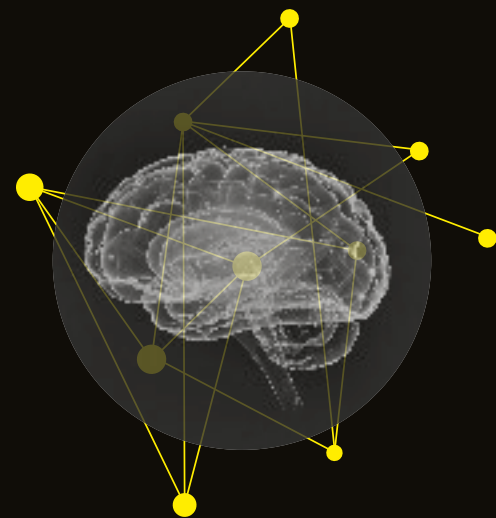
And he goes even further: Jánosky predicts that all companies - across all sectors - will become "predictive enterprises" by 2025. Whether we like it or not, all of our companies will be caught up in a wave of changes happening so quickly that it will strike fear in many of us. This is a result of the exponential speed of the computer industry and the doubling of computers' processing powers every 18 months. What does this mean? It is, in fact, a difficult concept for most people to comprehend because we cannot think exponentially.

To help, Sven Gábor Jánosky likes to conduct a small thought experiment with his audience: the parable of the chessboard and the grains of wheat. Imagine a typical chessboard: 8 x 8, or, 64 squares. If you lay one grain of wheat in the first square, double this in the next and so on to the last square ... how many grains of wheat will you have in the 64th square? An unimaginable 9 trillion! That much wheat would cover half of the Earth's surface. Now, you probably can't relate directly to grains of wheat, but imagine that your company's computers were to replace the wheat on the chessboard.

Put the world's first transistor computer from 1953 on the first square and today's computer systems in square 42. Now imagine your AI-powered digital assistants from 2025 on the 47th square. This example shows that today's computers are 2,199,023,255,552 times faster than the first. Your digital assistant from 2030 will be 1,125,899,906,842,624 times more powerful! Have you already made this increase, from 2.2 trillion to 1.1 quadrillion, the basis for your company strategy?

If not, you should invite Sven Gábor Jánosky to speak with you. He describes, clearly and concisely, the strategic consequences for companies: they will become predictive enterprises with adaptive products, predictive company software and business models that need to be "faster than real-time". The predictive enterprises of the future will work using intelligent, predictive operating systems. They will make forecasts of the near future and use these to steer our business processes more efficiently.

And the best part of this lecture is its style. Sven Gábor Jánosky doesn't bore you with the usual bullet points used by other researchers. He presents the future of your company in a humorous and fascinating tour through that very future. If you would like, he can present your guests with a live experiment demonstrating the future of computer technology. He will show you how computers, even today, can be controlled purely by thought.



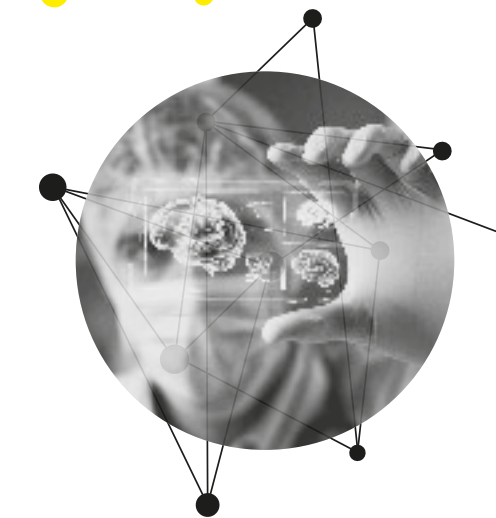
HEALTHCARE 2030 — HOW THE MEGATREND OF BIOHACKING WILL LEAD TO THE MOST LUCRATIVE BUSINESS MODEL OF THE NEAR FUTURE

What is, in these days of digitalisation and data-driven business models, the key feature of the most lucrative business of the future? It's that thing of most value to people everywhere. That object which still today cannot be completely evaluated in real-time, but which, in only a few years time, will begin to deliver real-time data thanks to technological advances: the human body!

Healthcare is the one area where people will benefit most from developing technologies. With these benefits, though, will come major changes to business models than in any other field; and even greater disruption to established operational methods. In this entertaining lecture, Sven Gábor Jánosky explains, using simple examples taken from everyday life, the effects of future technology on healthcare and related branches. He makes it clear that, and why, computers will be able to provide better diagnoses and therapies than doctors. He explains how real-time information will be drawn from one's own body and delivered to our phones and explains which needs this will trigger in normal, everyday people. He also predicts which effects these technologies will have on the business models of hospitals, doctors, pharmacies and drug manufacturers.

Futurist Sven Gábor Jánosky explains, in a humorous and pointed way, why he believes that the food and healthcare industries will become one and why doctors and pharmacists will adapt, becoming lifelong coaches and trainers.

Coming opportunities are at the forefront of this vivid tour through the future of the healthcare industry: a longer, healthier life for customers, more productive and efficient processes in hospitals and a completely new market segment for innovative providers positioned at the meeting point between the food and healthcare industries.



FOOD 2030 / THE MEGATRENDS OF FOOD, BIOHACKING AND MENTAL DOPING

Sven Gábor Jánosky and the futurists at his institute are often asked how food will have changed in the future. This is a very good question. It leads us to consideration of a significant societal shift, new business models and an IT-based reorganisation of the food and pharmaceutical industries.

In this lecture, Sven Gábor Jánosky illustrates the trends behind "the foods of the future". It is about nothing less than the perceptions which we, as humans, have of our own bodies. Previous generations were convinced that this body was "gifted" to us by nature or God. In this context, "gifted" means "Unchangeable! Only repairable when something goes wrong." This principle is still the foundation for healthcare systems today.

However, the majority of people have discarded this fundamental belief. They now see their body as something which can be shaped. They no longer wait until they are sick so that they might, in turn, be cured. Instead, people now believe that they carry the responsibility for keeping their body healthy, attractive and in good condition.

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The question of how different people will view this responsibility comes along with the question of forming future business models: from organic groceries to mental doping and medical food.

Sven Gábor Jánosky describes the business models springing up all around the megatrend of body optimization! A journey into the future! Among trend researchers, improving our own bodies with pills and beauty drinks is considered the NEXT BIG THING. Sven Gábor Jánosky takes you with him on a trip to the year 2030, an age in which food producers have developed margarine with neuroenhancers and pharmaceutical companies offer PEDs to improve our senses of hearing and smell.

The coming generations will see their bodies less as something given to them by nature but, increasingly, as shells to be improved upon. Who do you think will turn this trend of biohacking into big business? How will this trend alter consumer identities and demands? Which business opportunities will emerge for you? Will it be the main players active in today's healthcare markets: the doctors, chemists, hospitals and pharmaceutical companies? Or will it be food producers, supermarkets and fitness coaches?



IT 4.0 / FROM THE INTELLIGENT CLOUD TO THE OPERATING SYSTEM OF OUR LIVES

Five-star speaker and trend researcher Sven Gábor Jánosky believes that the hype surrounding cloud computing is only the beginning. After the cloud comes IT 4.0! The intelligence of smart forecasting will take its place in the cloud and bring about the largest conquering of markets seen in our times. In his book, *2025 – How We Will Work in the Future*, the futurist and strategy consultant describes how the strategic positions of power that will define how we live and work in the coming decade are being filled even today. IT 4.0 will play a major role in deciding over the future operating system of our lives. And you are already in the very midst of it!

The futurist takes his audience on a vivid journey into the future. During a fascinating tour through an average day in the year 2030, Sven Gábor Jánosky explains how our private and working lives will be changed by IT 4.0 and industrialisation 4.0. His scenario for the future is anything but science fiction! It has been developed together with 300 select managers and innovative minds at "Germany's most innovative think tank".

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The trend researcher does not, however, stop at merely describing the future. Based on this trend scenario, Sven Gábor Jánosky deduces strategic recommendations for companies across various fields and illustrates possible business models of the future. Thanks to IT 4.0, IT departments and communication providers will become strategic partners at an executive level. They will decide over the profits and losses of entire enterprises.

Sven Gábor Jánosky provides the strategic recommendations that will be most important for IT departments and their service providers in the coming ten years. He explains who the winners and losers of IT 4.0 will be. He describes why IT 4.0 strategies have nothing to do with data and its protection as we understand it today and why it will be about human needs, emotions and brainwaves. He also explains why the real-time communication of today will be replaced in IT 4.0. The goal for the future is to be "faster than real-time"!

INNOVATION MANAGEMENT OF THE FUTURE / WHICH METHODS WILL INNOVATIVE COMPANIES USE TO REACH THE MARKETS OF THE FUTURE?

It doesn't matter which industry we look at. All of today's strategists and decision makers suffer from the same problem: New technologies are introduced to the world every month and, every second month, industry journals and experts demand new, updated strategies as a reaction to these developments and trends. Executives and managers feel overwhelmed. They are required to make ever faster decisions regarding things whose effects are still unforeseeable.

The boards of our companies are suffering from a new inability to forecast accurately. Sven Gábor Jánosky, the most sought-after futurists in Europe, grinningly calls this: "MULTI-OPTIONAL DIS-ORIENTATION"!

In this lecture, he explains how future-oriented executives will have to think and act in order to make consistent, intelligent decisions in these times of rapid change. He explains what separates innovative enterprises from those that are less so. Jánosky introduces you to the key players in their innovation management systems. He illustrates how their job postings seek knowledge management instead of product managers, how the future of their companies lies in the hands of intrapreneurs and that they dissolve the boundaries separating R&D, sales and marketing.

Finally, his most important message: Forget Brainstorming! It has been scientifically proven, since 1958, that brainstorming impedes motivation and the formation of new ideas. When developing your future products, use instead strategic methods founded in sound trend analysis and creative idea development and which ultimately lead to successful implementation.

Sven Gábor Jánosky introduces the special innovation methods of the 2b AHEAD ThinkTank and invites you to use them in your own innovation management processes.



**MANAGEMENT'S GREATEST
RESPONSIBILITY IS TEACHING
THE ABILITY TO FORGET.
LEARN TO UNLEARN!**

HOW TO PROCEED FOLLOWING A SPEECH

THE EFFECTS

For many companies, Sven Gábor Jánosky's lectures are a starting point, sparking innovation and processes of change. His clear depiction of the future and strategic recommendations regularly fascinate executives and management and motivate them to make better, more future-oriented actions. Following one of his lectures, you too may also be considering further steps which can be taken within your company. If so, the following can show you how other companies have continued the process following a lecture by Sven Gábor Jánosky.



1. SPARRING / COACHING

In tailored sparring sessions, Sven Gábor Jánosky confronts executives with strategic questions about the future. Together, they develop a personalised, positive and promising vision of the future. Management and leadership personalities are coached in the methods of the 2b AHEAD ThinkTank and trained to be certified innovation managers.

2. DIGITAL READINESS

Your company's digital maturity is measured using the concise, cost-effective methods of a digital readiness assessment. Seven dimensions analyse the different areas in which you are stronger or weaker than comparable enterprises. You then receive concrete recommendations and courses of action for improving your digital strategy.

3. CONSULTING / MENTORING

The consultants at the 2b AHEAD ThinkTank conceptualise business models and innovative strategies and provide support in creating and expanding upon them. Using creative processes, we will lead you to new ideas, products and solutions. We will assist you in making significant improvements to your company's culture with innovation management which combines old logic with new and fosters active involvement in your employees. We will train and develop your employees into (better) innovation managers.

4. TREND STUDY

The researchers at the 2b AHEAD ThinkTank create a trend study into the future of your industry. This will position you as an innovating leader in sales and customer loyalty. Naturally, this includes the creation of your strategic vision for the future as well as tailored, ongoing trend monitoring. Your decisions and new products will be reviewed by panels of experts, surveys and stop-or-go analyses involving select experts from the 2b AHEAD innovation network.



A photograph of a man in a dark suit and tie standing on a stage, gesturing with his right hand towards another man in a dark jacket who is facing him. They appear to be in conversation. In the background, a large audience of people is seated, looking towards the stage. The scene is lit with warm, reddish-orange light, and blue curtains are visible in the upper part of the frame.

YOUR THOUGHT PROCESSES WILL NOT CHANGE SLOWLY, BIT BY BIT. THERE IS A SINGLE MOMENT IN WHICH YOU SEE YOUR IMAGE OF THE FUTURE CLEARLY AND TAKE CONTROL OF YOUR OWN LIFE. AND THAT MOMENT IS NOW!

PREDICTIONS THAT BECOME REALITY

HIS FORECASTS FOR THE FUTURE

1. Major labels will lose half of their business



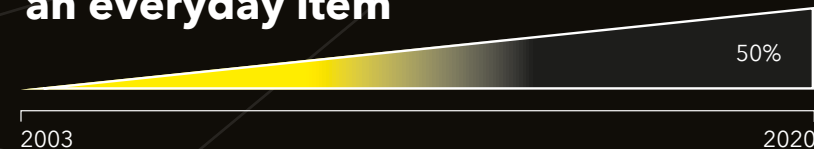
4. TV will become individual, established networks will lose



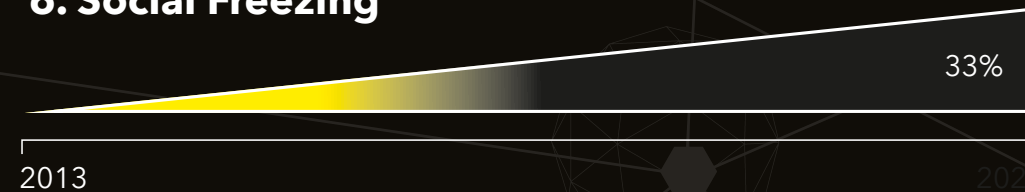
3. A dissolving of the middle class



2. Brain food will become an everyday item



6. Social Freezing



5. Driverless cars



1. "MAJOR LABELS WILL LOSE HALF OF THEIR BUSINESS" PREDICTED IN 2003

Assertion: The large, major music labels will lose half of their business and shrink by 50 percent if they continue to fight the internet. Their way forward is to see digitalisation as an opportunity and to build up a new, internet-based business strategy.

Current Situation: By 2013, the music industry's global sales had fallen by nearly 50 percent. Then came the reversal. Thanks to new digital business models, revenue began to grow slightly. The rapidly growing revenues from online sales approaches today have led to new forecasts, such as that by Sony Music in 2015, that turnover will have risen to an all-time high within three years. EMI Music, the world's largest label for nearly 50 years, went bankrupt during the course of these developments and was broken up in 2011. Parts of the company were taken over by Universal Music and Sony Music.

SOURCE: CONGRESS OF THE FUTURE

2. "BRAIN FOOD WILL BECOME AN EVERYDAY ITEM" PREDICTED IN 2003

Assertion: Brain food will have become a normal, everyday product by 2020. For many people, it will have become normal to temporarily improve mental performance using special foods.

Current Situation: The trend towards "functional food" can be seen clearly in today's supermarkets. The food industry sees this as the next big thing in their industry. The trend is limited not only to brain food but also "power food" and "beauty food" as well.

SOURCE: BOOK: 2020 - HOW WE WILL LIVE IN THE FUTURE

3. "A DISSOLVING OF THE MIDDLE CLASS" PREDICTED IN 2006

Assertion: A major trend in society and business over the next decade will be a disappearance of the middle class. Unemployment benefits, taxes, retirement funds, health care - society's middle class is shrinking and, with it, the buying power which most of our business models are designed around.

Current Situation: In most branches, the original market pyramid containing the economy segment at the bottom, the smaller, premium segment at the top and an overly-large middle segment between them, no longer applies. Where it does still exist, this standard segment is disappearing. Not only peoples' financial situations but more importantly, digitalisation has led to the decline of the standard segment. This has, however, also led to companies recognising how business models without a middle class look:

1. Highly digitalised and optimised for greater value for money in the new economy segment.
2. Identity management in the expanded premium segment.

SOURCE: TREND ANALYSES: LONGING FOR EXTINCTION - BUSINESS MODELS IN A SOCIETY WITHOUT A MIDDLE CLASS

4. "TV WILL BECOME INDIVIDUAL, ESTABLISHED NETWORKS WILL LOSE" PREDICTED IN 2007

Assertion: The future of television will, in the coming ten years, initially be defined by on-demand offerings. This will mean a breaking up of traditional linear programming. New providers will appear in the market. Afterwards, these individual pieces of content will be relinearised. We will navigate television using intelligent TV assistants and will have YouTube on our remote controls.

Current Situation: Developments are occurring exactly as predicted and are taking only slightly longer than was expected. Initially, there was growth in on-demand offerings which attacked the market holdings of established television networks: Netflix, Hulu, Amazon etc. YouTube is now located in a prominent position on modern devices, either as a YouTube button on the remote control or as an app located on user interfaces. The described relinearisation will take place in the near future.

SOURCE: TREND ANALYSES: WEB 3.0: THE TELEVISION WARS OF THE FUTURE

PREDICTED IN 2005

Assertion: In 20 years (2025) we will have autonomous, driverless cars. These will arrive in various stages of development. Initially, the large automobile manufacturers will develop assistants which take over the task of parking. Autopilot functions will determine the route to be taken and will automatically avoid traffic problems assuming that these are still a problem in a world monitored by satellites. The autopilot will automatically control our driving speeds.

If we do decide to drive ourselves, electronic systems will continue to monitor us and will, for instance, suggest breaks should we become tired or lose focus.

And since we no longer need to concentrate on steering, shifting and breaking, we will be able to spend our time more effectively during our commute. For instance, we might discuss current projects with colleagues via video conference or check the evening's entertainment calendar online.

Current Situation: The trend towards self-driving cars is progressing rapidly in large steps. Automatic parking assistants are already available in many mid-range vehicles. Navigation systems, speed limiting controls, break reminder functions and automatic drowsiness detection have become standard, indispensable tools in many of today's cars (2015).

The first completely self-driving cars are being introduced at tradeshows even today. The "autopilot button" for simple traffic conditions (congestion, stop and go traffic up to 50 km/h) is already a reality in many luxury vehicles. By 2020, this will have reached the broader mass market.

Completely self-driving vehicles (from door to door, even in complex traffic conditions) are, as of 2015, still expected by the year 2025.

SOURCE: TREND ANALYSES: SCENARIOS AND VISIONS

6. "SOCIAL FREEZING" PREDICTED IN 2013

Assertion: By 2025, social freezing will have become a normal instrument used in family planning. People will have their embryos and sperm cells frozen when they are young, so that they may use them to have children later in life. This will be done, in part, to avoid the increased risk of genetic mutation and birth defects that these "later" children are often born with.

Current Situation: In 2014, Facebook and Apple announced publicly that they would financially subsidize this type of family planning.

SOURCE: BOOK: 2025 - HOW WE WILL LIVE IN THE FUTURE

7. "3D PRINTING WILL CHANGE TRADITIONAL BRANCHES" PREDICTED IN 2013

Assertion: 3D printing technology will influence a large number of industries in the coming decade. Initially, industries which deal with a large number of replacement parts will be affected. The same is true of branches with a high degree of customisation potential: manufacturers of furniture, toys and dishes. In the long term, the traditional business models of other, different types of businesses will also come under pressure: housing construction, medicine and the food industries.

Current Situation: Enormous advances in the technology have already been seen. Early 3D printer prototypes are now in serial production and are available at a reasonably low cost. Additionally, large investments of money and resources are being made into the development of printable materials. These range from materials for the building of homes to organic material for the food industry and even human tissues for medical uses.

SOURCE: TREND ANALYSES: WHICH BUSINESS MODELS ARE TO BE FOUND IN 3D PRINTING?

8. "TOTAL EMPLOYMENT" PREDICTED IN 2013

Assertion: By the year 2025, 6.5 million more people will have left the German labour market than will have entered it. As a result, there will be between two and five million unfilled job positions at all times. The labour market will transition from a supply market to one of demand. The "power" will be in the hands of the job seekers. The result will be that approximately 40 percent of project employees will not be loyal to their company but, rather, the project and will change employers every two to three years. This will be the largest and most expensive challenge facing companies in the coming years. They will react with new HR strategies. They will become either fluid enterprises or caring companies.

Current Situation: What was initially called a lack of qualified personnel at the beginning of this trend, has now developed into a genuine crisis in many branches. Companies are no longer able to find the employees they need. The number of unemployed continues to fall sharply and will near total employment in the coming years. A number of companies are now beginning to understand how serious the situation is and are enacting countermeasures. The full scale of this demographic development will only become truly felt following 2020.

SOURCE: TREND ANALYSES: TOTAL EMPLOYMENT THREATENS COMPANIES

9. "INTELLIGENT, DIGITAL BOARDROOM ASSISTANTS" PREDICTED IN 2013

Assertion: In 2025, there will be intelligent, electronic executive boardroom assistants which autonomously prepare meetings, develop questions, plan conferences, design compromises and evaluate the strategic value and logic behind decisions made by executive boards. These assistants will also sort emails according to relevance. Those deemed unimportant will be archived for later reference but remain unread.

SOURCE: BOOK: 2025 – HOW WE WILL LIVE IN THE FUTURE

10. "INSURERS WILL BECOME DIGITAL RISK COACHES" PREDICTED IN 2014

Assertion: By 2020, the insurance industry will have been affected by a breaking of the rules. While the product development for insurance surrounding claims settlement has been largely differentiated, another area is coming to light. An area that is, for the most part, without competition to date: insurers have significant market opportunities as service providers and coaches in preventive and forward-thinking risk management.

Current Situation: It is currently difficult for the insurers to understand and constructively use the breaking of the rules occurring in their business model. A breakthrough is expected in the coming years when competition from neighbouring branches with corresponding business models begin to enter the market.

SOURCE: TREND STUDY: INSURANCE 2020

11. "DATA AND PRIVACY PROTECTION WILL BE REPLACED BY PRIVACY-BY-DESIGN" PREDICTED IN 2014

Assertion: In the future, there will be no single norm for data protection. Instead, the business models of the future will be characterised by a general consensus that we will allow access to our data but wish, however, to retain the sovereignty over that information. We will want to take advantage of the promises that new technologies offer without losing control and autonomy. The level of privacy that each person would like to retain will vary among individuals meaning a change in thinking for businesses. It will mean that companies no longer create standard products and services and then, retroactively, think about

how a uniform level of privacy protection can be applied. In the future, it will mean designing products which, from their very conception, have varying levels of data protection built into them. Products will be conceived, produced and used with up to six different levels of privacy protection.

Current Situation: Although the topic is of ever-increasing importance, recognition of this trend is still in its early stages. It will be several more years before it can truly take hold in the strategies of companies.

SOURCE: TREND ANALYSES: WHAT WILL FOLLOW THE DATA SCANDALS? THE NEW PRIVACY BY DESIGN!

12. "CITIES OF THE FUTURE WILL BECOME ADAPTIVE" PREDICTED IN 2014

Assertion: The trend towards the urbanisation of the world remains unwavering even as the reasons behind the continually growing attractiveness of cities have changed over time. It is no longer the dream of becoming rich quickly which, for instance, drove farmers into the cities hundreds of years ago. People moving into cities today are looking for identity, freedom and the ability to shape their own lives as they wish. That is why cities of the future will, first and foremost, be places of freedom. But while in the past, a city dweller's freedom was defined by their ability to own material possessions, freedom today often means not needing to own these things at all. This is one of the reasons that the adaptive city of the future will be a kind of peer-to-peer platform. Using intelligent data analysis, it will become possible to use sharing strategies in almost all areas of our lives: Washing clothes. Grocery shopping. Carrying bags. Cooking. Walking the dog. Parking. Housework. Home improvements. Repairs. Gardening. Babysitting. Clothes. Offices. Learning. Investing. Risk management. The list continues even into the smallest of things. Just a few other items which can be shared are: model cars, games, hobbyhorses, toy cars, Legos, car seats, wine glasses, blenders, ice skates, rubber rafts, tents, golf clubs, backpacks, hacksaws, socket wrenches, drills.

Current Situation: Numerous smart city and urban technology initiatives are already making this trend reality in many places around the world. You can read about in the newspapers almost daily. Pilot projects can be found in major cities around the entire world and can be read about almost daily in the media. It will be at least 2024 before one can say that this trend has fully taken shape however.

SOURCE: TREND ANALYSES: THE ADAPTIVE CITIES OF THE FUTURE

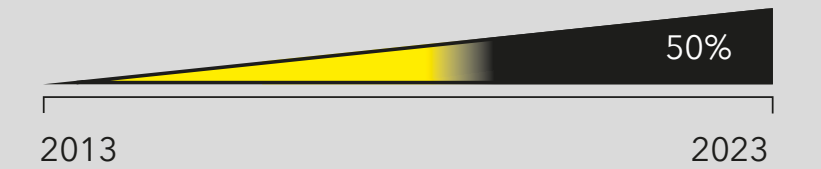
13. "OMNICHANNEL CUSTOMER DIALOGUE WILL LEAD TO ADAPTIVE PRODUCTS" PREDICTED IN 2015

Assertion: In ten years, customers of B2C industries will be served comprehensively by omnichannel management. All points of contact will be integrated and linked. This new form of customer dialogue will characterise our lives and, accordingly, what customers expect of their insurers. The omnichannel approach will lead to new job descriptions and a shift in occupational activities at the very core of companies. The omnichannel approach will open new product opportunities for all market participants. The foundation for these new products will be the trust your customers place in you and your digital support systems. The omnichannel approach will also have an effect on incentivising; the study suggests using the development of long-term customer value as a basis.

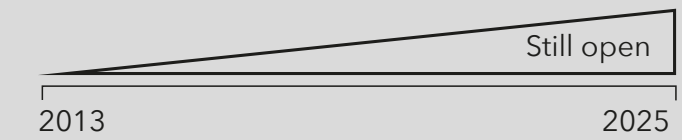
Current Situation: Development and elaboration of omnichannel strategies currently characterise the strategic processes in many branches. However, the first version of the omnichannel strategies still remains most common. This is a phase where trial and error are not far apart. Professional establishment of appropriate omnichannel structures will, for the majority of companies, take several more years.

SOURCE: HOW INSURERS ARE MAKING CUSTOMER DIALOGUE FUTURE-PROOF.

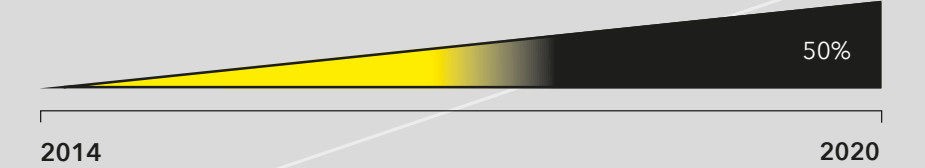
7. 3d printing will change traditional branches



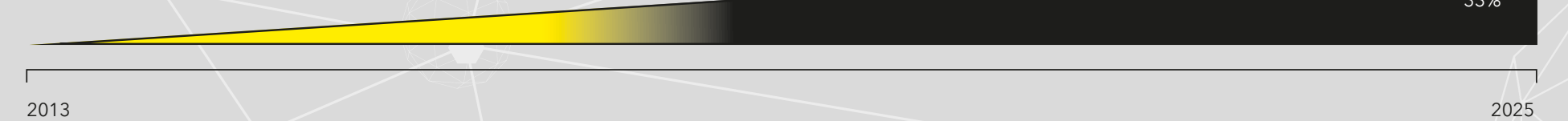
9. Intelligent, digital boardroom assistants



10. Insurers will become risk coaches



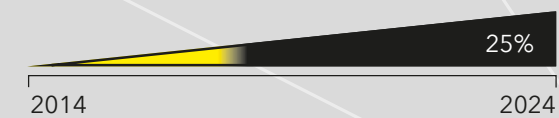
8. Total employment



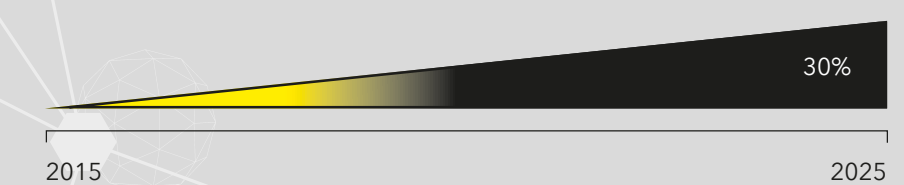
11. Data and privacy protection will be replaced by privacy-by-design



12. Cities of the future will become adaptive



13. Omnichannel customer dialogue will lead to adaptive products





TRANSFORMATION IS NOT A CHANGE PROCESS!
TRANSFORMATION IS A CONSCIOUSLY BROUGHT
ABOUT CRISIS WHICH MAKES IT IMPOSSIBLE FOR
US TO CONTINUE USING INGRAINED THOUGHT
PATTERNS.



WHY HE IS, WHAT HE IS

BREAKING THE RULES

Sven Gábor Jánosky began his career as a radio journalist with ARD. He advanced through the ranks quickly, becoming a prime-time moderator, correspondent and head of the news department. His interviews and special reports could be heard daily in the news and political programs. It was a great job. As part of a small team, his daily goal was to be more up to date and informative than the other major news organisations in Germany.

During his time as a journalist, Sven Gábor Jánosky analysed the future-shaping decisions made by politicians and business leaders every day. He learned a lot about the future. In particular, he learned that the future is not a given law of nature. There are no major trends which can be applied universally to all countries, all people or all companies. There are, rather, a myriad of possible futures. Which of them becomes reality is decided by only a handful of decision makers. Some people simply have more influence on the future than others. Sven Gábor Jánosky learned that it is possible to predict, plan and shape the future if you understand the hopes and fears, constraints and ideals, opportunities and needs of the true deciders. There are scientific methods for doing this: qualitative social research. And Sven Gábor Jánosky learned that for every person or company, their individual future is made up of three parts:

... one's environment and surroundings, in which there are technological and societal changes. These are determined by the decision makers in companies and others with access to the greatest resources. It's almost impossible for one single person to influence these. But you can analyse them and recognise opportunities and risks.

... one's own vision for the future within these surroundings. Each person or business can determine their own position within this changing environment and develop their own vision of the future.

... one's own steps toward the desired position within their own vision of the future. Whether or not a person or company is capable of changing themselves and overcoming the many obstacles on their way to reaching the position they wish to reach will decide whether they have a self-determined future or if they must come to terms with a future determined by others.



TOMORROWING: HELPING PEOPLE RECOGNISE, SHAPE AND CREATE THEIR FUTURE.

Upon recognising this fact, he became increasingly dissatisfied with his work in journalism. Yes, he was one of the people in Germany closest to the decisions being made by these powerful influencers. But only after the fact, as the decisions had already been made and he, the journalist, was meant to report on them. This was not enough for Sven Gábor Jánosky. He decided that he wanted to be part of the process, to be there when the future was conceived, formed and decided. So he quit his good, full-time job with ARD and founded a scientific institute to research the future. This institute, the 2b AHEAD ThinkTank, has grown to be the largest of its kind in the German-speaking world. His mission is to be the most intelligent sparring partner possible for his clients, developing a liveable future with them: independent, controversial, free of ideology!

Sven Gábor Jánosky loves the future and the change it brings because he knows that only change can advance the world! He wants to enable people to recognize changes in their surroundings and develop their own vision, to break free of conventional thinking and create an improved, more liveable future for themselves.

BOREDOM! NEVER AGAIN! AVERAGE! NEVER AGAIN! INTERESTING PEOPLE EVERY DAY!

At the time, in 2001 as Sven Gábor Jánosky quit his job with a major news organisation, he had no idea what the future held for him. He sensed that quitting his job was the beginning of something which would lead to better things. But he still didn't have a plan, much less a strategy ... and absolutely no guarantees. The only thing he knew for sure was that he had to give three months notice ... three months for him to consider how his life would go on.

This is how it came to be that Sven Gábor Jánosky, at the age of only 28, was already asking himself, for the third time, about "the meaning of life". (The first was at the age of seven when his parents separated. The second when he was 16 and the Berlin Wall, and all it represented, fell.)

Sven Gábor Jánosky learned: The fast, easy answers to this question usually sound great but often miss the root of the problem. For instance, one can form a startup and eventually become a millionaire or become a competitive athlete and earn his money running his beloved marathons. Sounds nice! Is wrong!

One day, during a 20 km training run through the forest, he had an idea which he has been unable to shake ever since: "I want to be surrounded, every day, by interesting people", is what he said to his girlfriend that evening. And then he went on to add what he no longer wanted: never again to settle for average as he had experienced in the newsrooms. Never again to be bored as he had been during his time as a journalist: traveling to the same congresses and political events, again and again, covering the same topics and conducting the same interviews.

Since then, these three goals have guided Sven Gábor Jánosky's life and business ventures. He didn't found his institute to be an ivory tower full of detached scientists looking down at the people, trying to educate the masses with their studies. On the contrary: The basis of the 2b AHEAD is a gigantic network of active, interesting people: CEOs, heads of innovation and strategy experts from the business world. The 2b AHEAD ThinkTank's studies are formed by their thoughts, plans and visions. Sven Gábor Jánosky and his 2b AHEAD managers spend well over half of their working days traveling. They hold lectures, meet with interesting pioneers and take closer, first-hand looks into pilot projects. Most often in Germany, Austria and Switzerland, but also throughout the rest of Europe, in Silicon Valley, Israel or China. The fascinating people that he meets on these trips are the driving force behind Sven Gábor Jánosky's life and work.

To him, "excellence over average" means never being satisfied with what has been accomplished so far. He demands of himself, and everyone he works with, that they develop themselves personally along with every project. He demands that they improve and push past their own limits.

When someone in a 2b AHEAD meeting says, "I did the best I could", Sven Gábor Jánosky sees this merely as provisional, an interim result. The most important part of "pushing past the limits" is still to come. Sven says, "Someone who does the best they can deserves thanks. But not respect. To earn true respect, one has to achieve more than they were capable of before."





FIGHT INGRAINED ROUTINE AND HABIT! HACK YOURSELF! THINK MOONSHOT! LEARN TO UNLEARN!

Again and again, Sven Gábor Jánosky hears the same thing from business leaders as well as his 2b AHEAD consultants: "We have no problem recognising the issues. We have the right goals and strategies. But we have problems implementing. We and our employees aren't able to recognise the opportunities that changes bring. We aren't able to change ourselves."

For more than ten years now, Sven has been asking the same questions of all his partners, "Why is that?" and, "What can be done about it?" He talks about this with football managers, bishops, neuroscientists, psychologists, board members and the hackers in Silicon Valley. In the Valley, hackers don't see themselves as criminals. They see themselves as innovators, improving the world by breaking down traditional rules and business models and replacing them with better.

One thing that Sven Gábor Jánosky has learned from all these discussions is that people make more than 99% of their daily decisions unconsciously. Without considering the habitual thought patterns they carry with them. If you truly want to shape your future, you have to break free of the routines in your own mind. This, however, is easier said than done. These are, by nature, unconscious decisions. So what can be done?

After having many such conversations, the final moment of clarity came to Sven Gábor Jánosky during a discussion with Thomas Tuchel, at the time manager of football club Borussia Dortmund. Tuchel explained that he considered a trainer's most important job to be teaching his players to forget the rules of the past, to be

open for new rules to guide the future! Learn to unlearn! Sven realised immediately that this is also the most important task facing innovators in the business world. They must take away the things that lead their employees to follow ingrained patterns in their thoughts and behaviour. They must enable these employees to find and practice new routines. Hack yourself!

This is why he regularly takes executives and managers to places around the world where the typical thought processes of the European manager simply no longer apply: to Kilimanjaro's summit or places like China, Israel and Silicon Valley. This is why Sven Gábor Jánosky regularly attacks the ways of thinking ingrained in his own employees. This is why 2b AHEAD works from office spaces in which there should be nothing that leads them to follow established, traditional office habits. This is why every employee is "forced", every two hours, to briefly consider where the next two hours of work could be done most effectively ... and to go there. This is why Sven Gábor Jánosky forces himself to practice moonshot thinking. Ten times more! What would I do if I wanted to get ten times as much out of my project: ten times as many attendees, ten times the results, ten times the attention? What would I do if I had ten times as much: ten times the money, employees or time?

Despite a number of attractive offers, Sven Gábor Jánosky and his institute of the future have never left Leipzig, Germany. Alongside Silicon Valley, he believes Leipzig to be the ideal location for innovation. The city is famous for its "amiable delusions of grandeur". This is where the Peaceful Revolution of 1989 began; where the people took to the streets to take on a fossilised system which everyone knew was incapable of change. This is the city which applied to host the Olympics and convinced all of Germany of this vision, despite the fact that all the world knows that the Olympics are never awarded to small cities of less than a million people.

The city of Leipzig doesn't need to invent moonshot thinking for itself. It is already anchored deep within the cultural heritage of the city and its people.

IT'S NOT THOSE WITH SMART ANSWERS WHO WIN. – IT'S THE PERSON ASKING THE RIGHT QUESTIONS.

Sven Gábor Jánosky is very good at playing chess. As a young boy, he played in the GDR's league where his team took second place in the youth championships. Chess taught him some of the most important lessons for his later life. For instance, that a good chess player does not judge a situation based on the number and strength of their pieces, but based on the so-called tempo, the greater dynamic available to one player over the other due to better positioning. And he will never forget the words of his late chess instructor Heinz Kretzschmann: "A threat is always stronger than its execution."

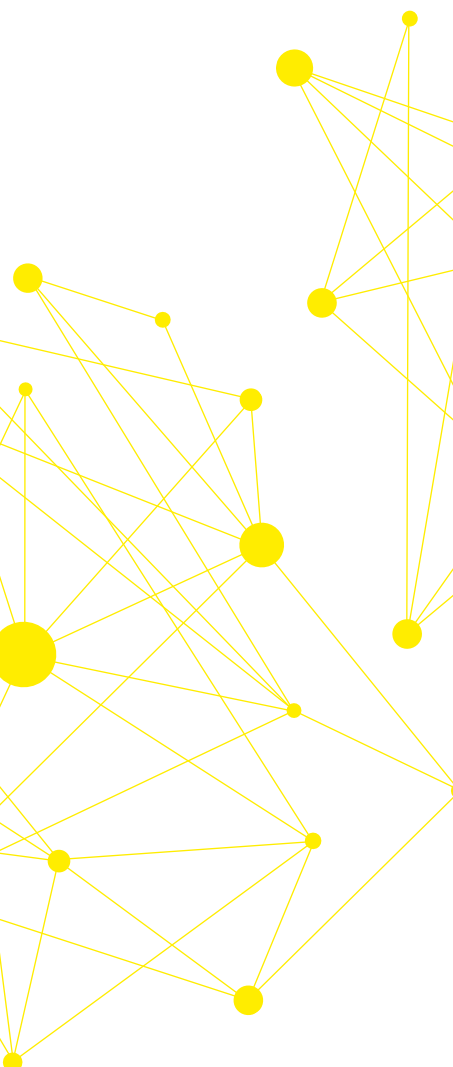
Sven Gábor Jánosky learned that the player who is less concerned with rules and facts and is more aware of the greater dynamics, the driving forces and obstacles, will be better at analysing the situation at hand. Sven Gábor Jánosky uses this analysis of obstacles and driving forces when making his predictions of the future. In science, this has a name: qualitative social research.

It was also in chess that Sven Gábor Jánosky first experienced for himself the power of digitalisation. Chess's best players, the grandmasters, were once considered the most intelligent people on Earth. Sven was on his way to becoming one. But then, at the age of 18, he suddenly gave up the game. This was on the day that he realised he would never be able to win against a computer. Sven

understood that chess was symptomatic of all areas of our lives. Computers are the better chess players and the better drivers. They will also become the better surgeons, accountants, insurance agents, diagnosticians and business executives. This is true wherever you find experts today who possess greater knowledge and, using this knowledge, can provide the better answers. It is only a matter of time until computers become better.

It was this realisation that led Sven Gábor Jánosky to an important moment when he broke the rules himself. In his own scientific institute. He wanted, from the beginning, that 2b AHEAD would be a new type of futurology institute. Although classic futurists were "pure" scientists and consultants, he wanted that those working with his 2b AHEAD institute would also be coaches. Sven Gábor Jánosky says, "All top managers are constantly surrounded by consultants providing good answers. Today, these consultants are still human, soon they will be computers. The difference lies not in the answers they provide. The difference is in the questions they ask."

Sven Gábor Jánosky expects from himself that he ask the questions that other people have not yet heard as well as those they are avoiding although they could bring them closer to their goals and dreams.





APPEARANCES AS AN EXPERT EVERY OTHER DAY IN GERMANY'S MOST RESPECTED MEDIA

HIS EXPERTISE

Almost all of Germany's renowned newspapers and business magazines look, gladly and often, to the 2b AHEAD ThinkTank's experts for interviews and insights.

In particular, the top national magazines and business press take advantage of the researchers and strategists' expertise. We explain trends in politics and society, but more importantly, the developments of business models and the economy.

A listing of their articles and interviews amounts to more than 180 every year, or put another way, an article or interview in the media every second day. A list of references stretches from major daily German papers such as Bild, FAZ, Süddeutsche Zeitung, Die Welt, Tagesspiegel or the Huffington Post and magazines such as Stern, Capital, Cicero or Automobilwoche to the major financial press outlets such as Wirtschaftswoche, Handelsblatt, Manager-Magazin, Impulse and Brand eins.





2b AHEAD's experts are also popular interview partners in radio and television.

We explain trends in politics and society, but more importantly, the developments of business models and the economy. Our expertise is held in high regard by the nation's most important news programmes from Tagesthemen and 3sat Kulturzeit, RTLNews, Pro7 Nachrichten and SAT1 to n-tv and N24 as well as in talk shows such as Kerner (SAT1), Weststart-Talk (ARD/WDR) or WeckUp (SAT1).



IF IT CAN BE MEASURED, IT WILL BE
PREDICTED. IF IT CAN BE PREDICTED,
IT WILL BE OPTIMISED.
**ARTIFICIAL INTELLIGENCE MEANS THE
END OF THE GUT FEELING!**

STANDARD WORKS BETWEEN SCIENCE FICTION AND MANAGEMENT STRATEGY

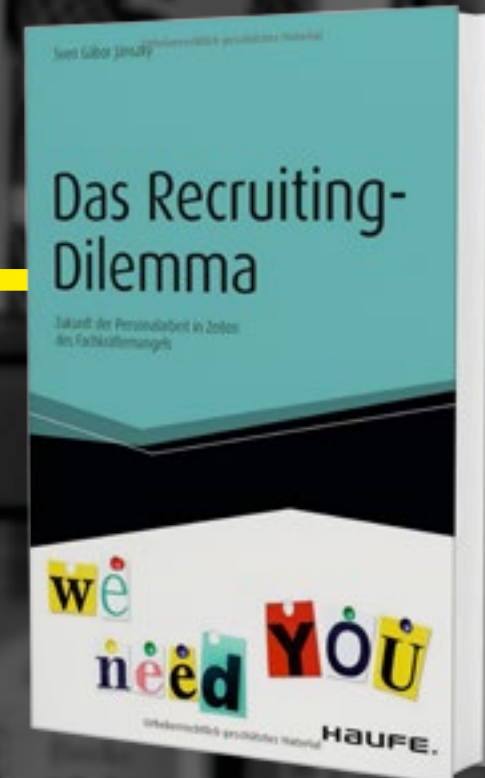
HIS BOOKS



2025 — HOW WE WILL LIVE IN THE FUTURE

Sven Gábor Jánoszy / Lothar Abicht / Goldegg Verlag

In this book, the futurist and one of the business world's most prominent experts for personnel development take you into the working world of 2025.



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Axel Pohl HEAD OF SALES AND INNOVATION,
TYSSENKRUPP STEEL EUROPE AG

»You've written a really great, interesting book. I'm working on a project myself at the moment. This book has given me the strength and courage to see it through to the end.«

Olaf Stein

HIS BOOKS

»This book is about people. People of a particular, off-the-wall variety. The kind that makes others shake their heads, until they bring entire organisations, even industries, to their knees with perseverance. Innovation strategist Sven Gábor Jánoszy describes, among other things, the upheavals taking place in pharmacies, advertising and the market for dictionaries. Taking cues from resourceful business revolutionaries, he derives tips for a skilful breaking of the rules. The goal: ground-breaking innovations. An entertaining and informative book.«

Harvard Business Manager

»I asked for this book for my birthday and got it! :) Thanks to the authors! This book is a good idea for anyone who finds themselves on the thin ice of innovation and all the problems it brings with it. The book's stories and examples of others like you will give you the motivation you need to not give up.«

Manfred Lauscher

»A really great book. I just bought it at my at my favourite bookstore. Sven Gábor Jánoszy has written a book which sets itself pleasantly apart from the usual trend research. Sven Gábor Jánoszy proves himself to be a very good storyteller. Even the prologue to "2020 - How We Will Live in the Future" is an emotionally powerful mental exercise into the idea of path dependency and what it can mean. It's actually fun to accompany Peter Seedorf, the book's protagonist, through a day in the year 2020. It's lessons will surprise and stimulate any reader.«

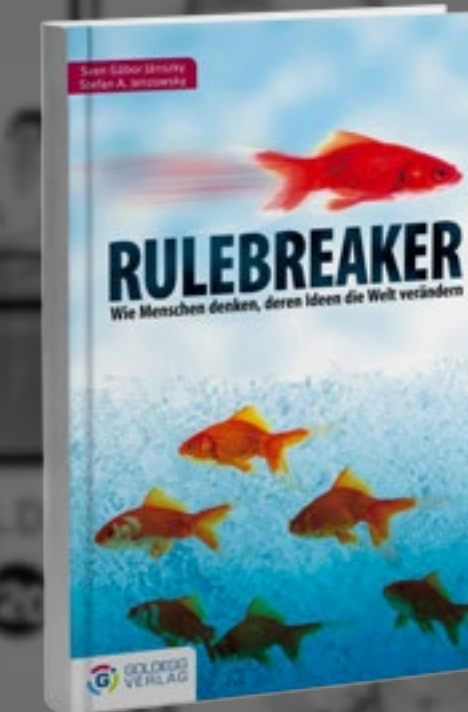
Prof. Dr. Lutz Becker KARLSHOCHSCHULE



2020 — HOW WE WILL LIVE IN THE FUTURE

Sven Gábor Jánoszy / Goldegg Verlag

Sven Gábor Jánoszy takes you on a tour through your flat, your office, your entire day in the year 2020.



RULEBREAKERS — HOW PEOPLE WHO CHANGE THE WORLD THINK

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