



GERD LEONHARD

Futurist & Humanist | Keynote Speaker | Author
CEO The Futures Agency

CORE TOPICS 2019



THANKS FOR YOUR INTEREST IN MY WORK!

I aim to speak about things that really matter and that I feel passionately about, with a focus on what I call 'Practical Wisdom'. My talks often revolve around how we can ensure that collective human flourishing – socially, culturally, spiritually, economically and politically – will remain the focus and the main outcome of all scientific and technological progress.

Immersion, engagement and lasting impact is crucial to my engagements. For bigger venues, I use screens and LED-walls to project custom-made animations

and graphics, video-clips and audio to accompany my presentation. I am equally happy to speak at smaller and more intimate events with or without visuals - sometimes a great live debate can be just as powerful as any presentation.

Below are my core speaking topics for 2019. If desired, I can also cover adjacent topics, as well as my legacy topics from the previous years. However, please note that we will prioritise requests that closely align with the key 2019 themes outlined below. Thanks!



**10 THINGS YOU NEED TO KNOW
ABOUT THE FUTURE, TODAY**



HOW TO DO THE FUTURE. TODAY



**ARTIFICIAL INTELLIGENCE [AI] -
THE NEXT 10 YEARS**



**TECHNOLOGY AND HUMANITY -
DEFINING OUR FUTURE, TODAY**



**THE 10 MEGASHIFTS:
TRANSFORMING YOUR
ORGANISATION**



**DIGITAL ETHICS / THE ETHICS OF
TECHNOLOGY**



THE TOP 10 THINGS YOU MUST KNOW ABOUT THE FUTURE

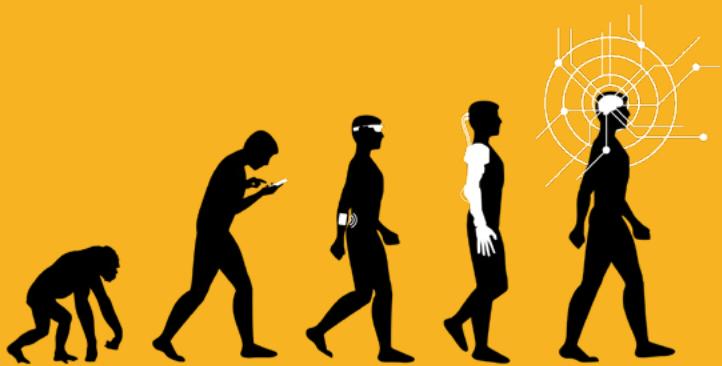
THE FUTURE BELONGS TO THOSE WHO CAN HEAR IT COMING

In this fast-paced talk, only the most important future-observations make the cut. Culled from my personal mix of recent reads, news, reports, research, videos and films, and brilliant people I meet and speak to, this talk is constantly updated to feature the top ten things I find most relevant for our immediate future. This talk is highly customisable, and can cover almost any desired segment within business, society, technology and humanity.

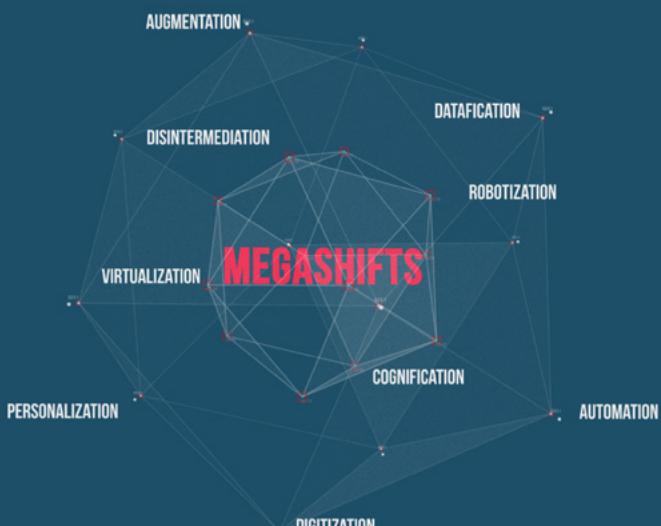
 BOOKING INQUIRY

ARTIFICIAL INTELLIGENCE THE NEXT 10 YEARS

AI has become a global buzz-phrase – yet the very definition of AI is frequently misinterpreted, misunderstood and misrepresented. This presentation aims to clear up the confusion. From a non-academic perspective I explain the differences between what I call IA (intelligent assistance), AI and AGI (artificial general intelligence), and what each of them could mean for our near-future. Examples are usually drawn specifically from a client's domain or industry, also addressing the impact of AI on work, education and jobs.



 BOOKING INQUIRY



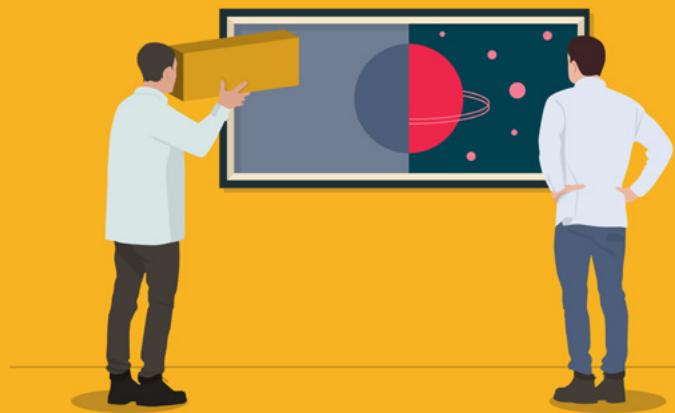
UNDERSTANDING THE MEGASHIFTS TRANSFORMING YOUR ORGANISATION

On the one hand, the top 20 global technology platforms and disruptors are growing exponentially. On the other hand, many former incumbents are being forced to ‘pivot’ and dramatically reinvent themselves to avoid sudden irrelevance. In this eye-opening session, I look at how to evolve into a future-ready organization based on exploiting what I call the 10 ‘Megashifts’ such as digitization, cognification, virtualization, automation and robotization.

 BOOKING INQUIRY

HOW TO GET FUTURE-READY OBSERVE, UNDERSTAND, IMAGINE, CREATE!

The future is already here - but that we're just not paying enough attention! 'Tomorrow' is happening increasingly faster than we think, and it is therefore vitally important to boost our future-readiness, to nurture a future-mindset, and to 'futurize' ourselves and our organisations. In this talk, I share my approach to observing, understanding and imagining the future, both on a personal as well as on an organizational level. The future is not something that just happens to us – it is something we create!



 BOOKING INQUIRY

HUMANITY AND TECHNOLOGY DEFINING OUR FUTURE, TODAY



As the world is going rapidly digital, I believe it is our humanity that needs the most attention, because it is our humanity that will make all the difference in a world dominated by algorithms and smart machines. The biggest danger today is not that machines will eliminate us, but that we become too much like them! What will happen to humans when machines become truly intelligent? What about privacy, mystery, emotions, intuition, imagination, consciousness, and most importantly, free will?

 BOOKING INQUIRY

DIGITAL ETHICS THE ETHICS OF EXPONENTIAL TECHNOLOGICAL PROGRESS

Science fiction is becoming science fact, and I believe that in 10 years the power of technology will be limitless. It is for these reasons that the ethical and human use of technology can no longer be an afterthought. If we define ethics as “knowing the difference between having the right or the power to do something, and doing the right thing”, who will decide what is right, and who will be **“mission control for humanity”**? We need a **‘Global Digital Ethics Council’**.



 BOOKING INQUIRY

 Digital Ethics Newsletter



AVAILABLE PRESENTATION FORMATS

- A keynote with customized visuals (30-60 minutes plus q&a / panel)
- A keynote without visuals (often combined with a q&a session, or a panel discussion)
- A shorter keynote (with/without slides, 15-30 minutes) plus an interview session, fireside-chat or conversation (20-40 minutes)
- A conversation with Gerd (no presentation), hosted by a journalist
- Remote presentations via video or telepresence (example)

GERD'S FEES ARE FLEXIBLE, BASED ON THESE VARIABLES:

- Choice of current core topics with some basic customizations (lowest fee)
- Current topics, but with substantial customization i.e. more domain-specific content which requires more research and preparation
- An entirely new topic or subject matter, researched and designed for a specific client (higher costs)
- An existing topic digitally delivered as pre-recorded presentation and subsequent remote video discussion (low cost)
- A live video-presentation from Gerd's studio in Zürich (lowest cost)



BOOKING INQUIRY