



## Tim Leberecht

*“Now is the time for a new humanism in technology, business, and society.”*

### *Topics and abstracts*

#### **The Future of Business is Romantic**

Tim believes that in a world of Big Data and Quantified Selves we are at risk of engineering inherently human qualities out of our lives. With algorithms standardizing and optimizing our interactions, he observes a new desire for raw authenticity and fluid identities that defy the conventions of consistency. He argues that we are shifting from a smart age to a new romantic era in which only organizations comfortable with ambiguity and emotion will thrive. Digital technology has allowed us to scale efficiency, but Tim believes that in the future, companies rich with imagination and emotional intelligence will have an unfair advantage. When everything is seamlessly connected, convenient, and predictable, we must find meaning through mystery, friction, and the beauty of the unexpected. When everyone maximizes and optimizes, romance becomes the ultimate differentiator—for brands, organizations, and societies. Illustrated through counter-intuitive examples, Tim presents four “Rules of Enchantment” that will help you find and create more meaning in business and create businesses that are truly loved.

#### **How to Build a Beautiful Business in the Age of Machines (or: How to Thrive in the Age of AI Without Losing Your Humanity)**

Regardless of which study you believe, common wisdom holds that a significant portion of the human workforce is expected to be replaced by AI and robots in the next twenty years. Tim argues that as machines take our jobs and do them more efficiently, the most important work for us humans will be the kind of work that must be done *beautifully* rather than *efficiently*: with imagination, character, and heart. Drawing from timely case studies, his background in the humanities, as well as 15 years in the design and innovation industry in Silicon Valley, Tim provides a thought-provoking outlook on the future of business in times of permanent disruption. He makes a passionate case for a new radical humanism and proposes three principles that you can use to build more human-centered companies and lead, work, and live more beautifully.

## **The New 4 P's of Marketing: Purpose, Passion, Platform, and Play**

The traditional 4 P's of marketing (product, price, promotion, and place) have long been a popular formula among practitioners. But today's markets are radically different from those served by textbook marketing and customer experiences. What is the role of brands in algorithmic marketplaces? How can we use technologies like Blockchain, VR/AR, and AI to foster valuable and meaningful human connections? Citing several case studies and stories—from Airbnb to Airbus, from BlablaCar to Daimler, from Impossible Foods to Danone—Tim makes the case that companies are facing both experiential and platform competitors, and in order to create long-term customer loyalty, they must create a distinctive culture that smartly connects the desires and needs of employees with those of their customers. Introducing the new 4 P's, Tim presents a human-centered vision for the future of marketing and heralds a bold, values-based purpose; contagious passion; platform business model and thinking; and the permission to play as the key ingredients of tomorrow's power brands.

## **Deep Transformation: The Invisible Drivers of Change**

Digital transformation is the top priority for almost every company and institution these days, in response to accelerated technological progress and rapidly evolving laws of competition. The popular formula is to emulate qualities typical of startups: agility, speed, risk-taking, and performance-based metrics. However, they often don't translate to other types of organizations. Moreover, digital transformers tend to over-emphasize the tip of the iceberg—data, facts, and figures; the rational dimension of change—but fail to acknowledge and actively shape the bottom of the iceberg that contains the fuzzy intangibles that often make or break (and sustain!) change in the long run: beliefs, relationships, emotions. To achieve a more profound Deep Transformation, Tim proposes to look at drivers of change that are less visible: he argues that a company's culture (its values, stories, and rituals)—and not technology—is its most valuable and hardest-to-copy asset; that moments of awe and attachment (positive memories) are more impactful for maintaining a productive workforce than OKR (Objectives and Key Results) or other measurements; that we shouldn't accelerate processes but rather rely on the power of slow, “thick” experiences; that we should emphasize reflection and deep focus over an obsession with co-creation and constant online collaboration; and that we should entrust artists, philosophers, and psychologists to steer us through change (not managers). He concludes that the most effective way for organizations to truly change is to enable and encourage a personal transformation that is all about movement and not about a pre-determined destination.

*Tim is also happy to write and deliver entirely new talks within his areas of expertise based on your specific requirements.*

*Bio*

## **Author, Entrepreneur, Humanist, and Business Romantic**

Tim Leberecht is a German-American author, entrepreneur, and consultant, and considered one of the most prolific and passionate voices on the humanization of business. He is the co-founder and CEO of The Business Romantic Society, a consulting firm that helps organizations and leaders and organizations make their strategy, culture, and brand more human in an age of AI and automation. Clients include Airbus, Indeed Innovation, Launchpad Central, National Head Start Association, Otto Group, Syzygy Group, Tools of Innovators, Ziba Design, and others. Tim is also the co-founder and curator of the House of Beautiful Business, an annual gathering and global community with the

mission to craft a positive vision for the future of work, produced and hosted in partnership with the BCG Henderson Institute and others.

Previously, Tim served as the chief marketing officer of NBBJ, a global design and architecture firm, with clients including Amazon, Google, Samsung, and Tencent. From 2006 to 2013, he was the chief marketing officer of product design and innovation consultancy Frog Design, as well as, from 2011-2013, its parent company, Aricent Group, an IT services firm. Frog became famous for its work with Apple, Disney, GE, and many other Fortune 500 brands, and Tim was instrumental in establishing Frog as one of the most admired creative brands worldwide.

Earlier, Tim held marketing positions at mind-mapping software firm Mindjet and 3D-Internet firm Echtzeit, and served as a consultant for the 2004 Athens Olympic Torch Relay and Deutsche Telekom. He began his career as a singer/songwriter and the owner of an independent music publishing firm.

Tim is the author of the book *The Business Romantic* (HarperCollins, 2015), which has been translated into nine languages to date. Tim's writing regularly appears in publications such as Harvard Business Review, Entrepreneur, Fast Company, Forbes, Fortune, Inc, Quartz, Psychology Today, and Wired.

He has spoken at venues including TED, DLD, HSM Expo Management, AI Masters, Future Day, The Next Web, Re:publica, Ouishare, Forum de la Haute Horlogerie Online Marketing Rockstars, New Cities Summit, The Economist Big Rethink, The Conference, SXSW, Thinking Digital, and the World Economic Forum, and at events at Airbus, Daimler, LinkedIn, Galp, UPS, DHL, Siemens, Pfizer, Xero, IBM, YPO, Oracle, Cheil, Vitra, Kaercher, Ford, Sky, Silicon Valley Bank, Accenture, Carnegie Mellon, Yale School of Management, SNCF, ADP, Nike, Ambrosetti Group, and many others. His TED Talks "3 Ways to (Usefully) Lose Control of Your Brand" and most recently "4 Ways to Build a Human Company in the Age of Machines" have been viewed 2.5 million times to date.

Tim served on the World Economic Forum's Europe Policy Group and Global Agenda Council on Values, is a senior advisor for A Hundred Years, and the co-founder and co-curator of the 15 Toasts dinner series.

Tim holds a masters' in applied cultural studies from the University of Luneburg and a Masters' in communication management from the University of Southern California in Los Angeles. After 14 years in San Francisco, Tim now spends most of his time in Berlin.

## Testimonials

"I was blown away after hearing Tim speak at the TED 2015 conference in Vancouver—and thrilled when he accepted our invite to present at UPS. Tim is not only a captivating speaker, but his message is a timely and much-needed antidote to current management thinking. Tim realizes the degree to which the leadership-by-measurement movement has left a generation of workers disaffected, and offers ideas for bringing romance back to the office. I highly recommend you bring Tim in to speak at your organization."

*Dean Foust, Director of Executive Communications, UPS, Atlanta*

"One of the most inspiring discussions our extended team of strategists, designers, and engineers has hosted. We discussed, both formally and in the hallways, about the thought-provoking (and passion-

provoking!) ideas and examples that Tim shared with us for days, weeks, and months after his talk. We still do.”

*Reena Jana, Editor-in-Chief, THINK Leaders, Global Program Lead, IBM*

“With an invitation-only audience of 600 CEOs, CTOs, and strategy directors from the digital industry, Tim’s talk was received as one of the best of the two-day event. He understands the art of storytelling—he presented his ideas about work and the changing relation between people and their work life, with historical quotes, personal anecdotes, and topical industry developments. He has a compelling stage presence and took the audience along in his tale, and you could see how people stopped checking their phone and starting to pay attention. Everyone truly enjoyed his talk, and I can warmly recommend him.”

*Monique van Dusseldorp, Curator, NEXT conference, Hamburg*

“Tim Leberecht’s terrific presentation at Thinking Digital 2015 was a huge hit. Because of his track record Tim brings a ton of credibility as a marketer and businessperson, but it is his passion, humor, and flawless delivery that completely won over the seasoned audience at Thinking Digital. I’d happily recommend Tim equally for conferences or private events especially if you’re seeking to understand how organizations can connect with their stakeholders, customers, and employees in a deeper and more meaningful way.”

*Herb Kim, Curator, Thinking Digital, Newcastle, UK*

“Thoughtful and intellectual, yet provoking and relevant. Tim brings a perspective to business that is much needed today. The most common word when we asked the audience to reflect after two days of conferencing: romance.”

*Martin Thörnkvist, Curator, The Conference, Malmo, Sweden*

“Tim is an outstanding speaker who brings a much needed dose of creative and inspiring fresh air to an industry too obsessed with data and the quantification of everything. With his experience working with world-leading business organizations, Tim brings balance, emotion, and mystery to confront a world that risks to become too dull, automated, and predictable.”

*Gianfranco Chicco, Executive Director, Social Media Week London*

## **Further Info**

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