GERD LEONHARD

Futurist & Humanist | [virtual] Keynote Speaker | Author

CORE TOPICS

NICE TO CONNECT WITH YOU

As a Futurist, Keynote Speaker, **Author**, **Film-Maker** and a **Humanist** I strive to share foresights and **practical wisdoms** with my audiences and clients. I focus on actionable observations for the next 5-10 years, in Society and Humanity, in Technology, **Artificial Intelligence,** Healthcare, Banking and Government, **Jobs and Education, Human Resources**, Tourism and Mobility.

Featured Topic
THE GOOD FUTURE

Amidst the fears and everyday realities of wars and pandemics, the urgency to address global warming and the societal challenges of technological hyper-transformation the world continues to change at a mind-boggling pace. Radical and once unthinkable climate-emergency measures like new carbon taxes (such as for airline tickets or for buying meat) are becoming increasingly likely as consumers and concerned citizens around the world push for real and unheard-of change. At the same time, Company CEO's are touting their new commitments to stakeholder values, not just shareholder values. So how can we make The Good Future a reality?

CORE TOPIC LIST

- CHAT GPT AND THE FUTURE OF AI DETAILS

- THE GOOD FUTURE: PEOPLE PLANET PURPOSE PROSPERITY DETAILS

- THE METAVERSE OR THE METAPERVERSE? DETAILS

- GREEN IS THE NEW DIGITAL: THE SUSTAINABILITY REVOLUTION DETAILS

- EXPONENTIAL CHANGE: DIGITIZATION, DECARBONISATION, REFORMATION DETAILS

- THE NEXT 10 YEARS (BEYOND THE PANDEMIC) DETAILS

- THE 10 MEGASHIFTS OF EXPONENTIAL TRANSFORMATION DETAILS

- AWESOME HUMANS AND AMAZING TECHNOLOGY: WORK & EDUCATION DETAILS

- WHY AND HOW THE FUTURE IS BETTER THAN WE THINK DETAILS

- DEVELOPING A FUTURE-READY MINDSET DETAILS

- HUMANITY AND TECHNOLOGY: DIGITAL ETHICS IN THE 21ST CENTURY

CHATGPT AND THE FUTURE OF AI
#1 speaking topic 2023

Investors and the media is buzzing with excitement as businesses and individuals alike are starting to tap into Generative AI models like Dalle2, ChatGPT and many others. ChatGPT churns out unique texts that often have a disturbingly human-like quality.

Already being utilized in customer service, content production, paper-writing, coding and so on, it appears that generative AI is getting ready to transform the internet as we know it – with Google entering into 'Red Alert' mode and Microsoft investing 10 Billion US Dollars into OpenAI. But their impacts on society could be just as vast, in many good ways and in many quite worrisome ways. How can these tools – and AI in general – help us to achieve what I call 'The Good Future'?

On the other hand, ChatGPT's potential to perpetuate bias has sparked concern as it is trained on 'random' internet texts that may include biased or deceptive information. This raises worries about its use in education, employment, law enforcement, and healthcare. ChatGPT can also to be used to generate deepfake texts, so it could be used to spread misinformation and disinformation, influencing public opinion and elections.

In this talk I probe into the depths of ChatGPT, scrutinizing whether it brings forth good or ill (or both). I consider the profound effects on society and business, and then present my findings on how to use ChatGPT to deliver collective benefits (i.e. People, Planet, Purpose and Prosperity)

BOOKING INQUIRY

THE GOOD FUTURE
Why and how "People-Planet-Purpose and Prosperity" is the key to our Future

On top of the many challenges brought on by the pandemic and the Russia/Ukraine war, the urgency to address global warming and the mounting societal challenges of technological hyper-transformation, the world continues to change at a mind-boggling pace. Radical and once unthinkable climate-emergency measures like new carbon taxes (such as for aviation or for eating meat) are becoming increasingly likely as consumers and concerned citizens around the world push for real change. At the same time, Company CEO's are touting their new commitments to stakeholder values, not just shareholder values. Tensions abound.

What kind of future do we want? Is our current economic logic even suitable for the future? Will 'free and open markets' deliver solutions for these complex global issues? 'Green New Deals' are blossoming everywhere. New funding is flowing into climate change adaptation and mitigation, with potentially 10s of Millions of new jobs in sustainability-focused sectors in the near future.

The global shift towards a new kind of capitalism will reboot markets around the world in the next 5-7 years as we transition from the outdated single bottom-line of GDP-Growth and Profit to what I call thequadruple bottom-line: People, Planet, Purpose and Prosperity * aka sustainable capitalism, post-capitalism or conscious capitalism. Visit my new Good Future Hub for constant updates.

THE METAVERSE – OR THE METAPERVERSE?
It could be heaven or it could be hell – how to get it right

"The metaverse is a hypothesized iteration of the internet, supporting persistent online 3-D virtual environments through conventional personal computing, as well as virtual and augmented reality headsets" (Wikipedia).   "The metaverse will feel like a hybrid of today's online social experiences expanded into three dimensions or projected into the physical world" (Facebook's Meta briefing).

On the one hand, the Metaverse could be 'the Internet we've always wanted': Immersive, real-time/feel, 3D... and that could be great for business, commerce, retail and of course technology companies:) On the other hand, it could end up to be more of a MetaPERverse, replacing human relationships and experiences with deep surveillance and a bizarrely monetized simulations, reducing complex human life to data feeds, fancy graphics and AI-fuelled convenience: Consensual hallucinations sold as 'human empowerment'? Imagine social media's aberrations and abuse – but x 1000!

In this talk, I outline both the 'heavenly' possibilities of the Metaverse as well as the more troubling aspects while depicting possible ways forward, based on my motto of 'embracing technology but not becoming it'.   Watch my latest Metaverse videos and keynotes.

🔗 BOOKING INQUIRY

10 KEY FORESIGHTS FOR THE NEXT 10 YEARS
What to understand about the immediate future, today

- Exponential technological change: It could be heaven or it could be hell. What to expect in regards tp regulation, social contracts and policies, and why Digital Ethics is existential

- IA (intelligent assistance) versus AI versus HI (human intelligence):
  Why AI is all about competence not consciousness, any AGI is a serious conundrum

- Virtuality: AR/MR/VR and the Metaverse: Fiction vs Opportunity, hype versus feasibility

- Post-Covid and (hopefully) Post-Russia/Ukraine War: Perma-Crisis / Perpetual VUCA – or a strange 'Golden Era'?

- A new capitalism? The shift beyond GDP / Profit & Growth towards the 4Ps: People Planet Purpose and Prosperity

- The Sustainability Revolution: Big Blue/Tech and Big Green = Big Future (Green is the new Digital)

- The coming human renaissance: rebooting education, training and HR; life with/after automation and AI.

- Mistaking a clear view for a short distance: A reality check on 'big promises' versus 'remains-very-much-in-progress' cases such as self-driving/autonomous vehicles, NLP/ computer language comprehension, and AI

- From efficiency and optimisation to agility, resilience and creativity: the future of work and skills. Our ultimate job is to be human (i.e. not like a machine).

- The coming convergence of biology and technology, rebooting healthcare, pharma and life sciences

EXPONENTIAL CHANGE: Digitisation, Decarbonisation and Reformation

The next 10 years will bring more change than the previous 100 years.

Accelerated by the 'new normals' of the Covid19 crisis, we are going warp-drive into a future characterised by what I call the DDR: Digitization, Decarbonisation and Reformation (a new economic logic 'beyond GDP', and new focus on purpose & humanity, and new role of policy-makers and government). This has huge impact on consumers, on all aspects of retail and digital commerce, and of course on brands, themselves. As I like to say, the future belongs to those that can hear it coming (quoting David Bowie). This requires a new focus on developing a 'future mindset', questioning one's assumptions and the ability to respond to the framework changes (not just individual pictures). because: the future is no longer about 'tomorrow' – the future is already here; we are just not paying enough attention yet!

By 2030, we will have approx. 9 Billion people connected at high speed and very low cost, virtual/augmented reality will be as normal as WhatsApp or Signal, today; voice control will be how we interact with our devices, and generally a rapid convergence of online / virtual and real-life / physical worlds and the resulting Megashifts will revolutionise pretty much everything we do, from working to traveling to shopping to healthcare to banking. The power of exponential technologies will become almost limitless which is why brands and retailers must now place a strong focus on staying human, and on ethics and values – in a way, purpose will become the new product (and green is the new digital). The future is better than we think – we just need to understand it better, and decide what kind of future we want rather than simply do what is possible!

🔗 BOOKING INQUIRY

GREEN IS THE NEW DIGITAL: THE SUSTAINABILITY REVOLUTION IS HERE

Why and how the decarbonisation of our economy is the biggest opportunity in this coming decade

'Digital transformation' is just business-as usual-by now. Around the globe, pretty much every organisation that intends to thrive in the next decade is hard at work on digitization, automation, virtualisation etc – what I call The Megashifts. The next really big topic has been on the agenda for decades but apparently had to first be kick-started by the Corona Crisis: The Decarbonisation of our economies and the 'gradually, then suddenly' departure from the fossil-fuel era.

Get ready: wide-ranging new carbon taxes are inevitable (airlines, meat etc) and fossil fuel subsidies will be turned into 'nature positive' investments. During the Covid crisis we have learned that being prepared for emergencies is utterly essential – and that yes we can indeed compromise and collaborate if we have to. Covid19 is a test-run for climate change.

I set forth that the circular economy is the only economy we'll have in 2030, and that 'sustainable' is becoming the new 'profitable' in the next 5 years (yes...have a look at the stakeholder economy debates).

Any company that does not understand how this global move towards rapid decarbonisation will impact every segment of their business – from R&D to supply-chains, to production to distribution to marketing to branding – will wither and shrink or just fade away, and any individual that does not understand what it means as far as knowledge, skills and mindset is concerned, will quickly become dispensable.

🔗 BOOKING INQUIRY

AWESOME HUMANS ON TOP OF AMAZING TECHNOLOGY

The Future of Business, Commerce and Society, Work, Jobs and Education: Humanity will change more in the next 10 years than the previous 100 years

All too often, scientific breakthroughs, the latest technological achievements or obsession with GDP-growth dominate discussions about our future. Yet as the world is rapidly going digital and virtual, I believe it actually is our humanity that needs the most attention, and that it will be our humanness which will make all the difference. The recent hype about The Metaverse (I call it the MetaPERverse) is a case in point: it gives us everything we've ever dreamed of, but nothing we really need!

Computers will inevitably outpace humans in mere processing power, logic and efficiency, and the resulting 'End of Routine' is a certainty. Thus, the ticket to our future is to become more human, not less, not to compete with the machines but to use their increased competence to handle those tedious commodity tasks better and faster. Machines, computers and algorithms should have competence not consciousness.

What will happen to humans when machines become truly 'intelligent'? What about privacy, mystery or serendipity? And what of emotions, intuition, imagination, consciousness (what I call, in my last book, the androrithms)? In this talk, I outline the challenge as well as some possible solutions – The Future is better than we think!

The biggest danger today is not that machines will eliminate us, but that we may become too much like them.

🔗 BOOKING INQUIRY

THE 10 MEGASHIFTS OF EXPONENTIAL TRANSFORMATION
How Organizations Can Make the Most of Disruption

While a rising tide lifts all boats, one-sided or blind disruption can capsize any organization. To create enduring, dynamic organizations built to last in today's era of accelerating exponential technology, the most important thing is foresight and preparedness.

Unlike any other point in history, companies and organizations – and their people – find themselves forced to pivot and dramatically reinvent themselves, or face sudden disintermediation and irrelevance. From music to the automotive industry, big oil to big box retail, and everything in between, the pace of change is increasing and only poised to accelerate further as the 11 Megashifts (which include digitisation, automation, datafication, virtualisation, robotisation, and others) sweep across the industry and society, altering every aspect of daily life.

While organizations unprepared for the waves of change to come will not survive, those that ready themselves can take advantage of the enormous opportunities created amidst the chaos, from IoT and artificial intelligence to robotics and new human-machine interfaces (such as voice-control and intelligent bots).

WHY AND HOW THE FUTURE IS BETTER THAN WE THINK
10 Reasons to be Optimistic and 5 Actionable Strategies to Make it So

For decades, Hollywood has flooded the public with visions of dystopian futures. It is no wonder that many people fear AI and robots. Add the never-ending Covid-19 crisis, (de)globalisation, automation and geopolitical uncertainties to the mix, and the result is a widespread belief that the future is mostly bleak.

Yet the fact is that our world is not irrevocably destined to become a dehumanized hellscape ruled by AI, or some other Black-Mirror-like nightmare, and our future certainly isn't fixed – we create it with our (in)actions, every day. And if you look at the correct data, you'll find things often are actually better than ever before.

DEVELOPING A FUTURE-READY MINDSET
Character Traits, Skills, and Habits to Thrive

While there is no such thing as "knowing the future," nothing is more important to the long-term success of your organization than the future-readiness and foresight of your employees, upper management, and C-suite. Every captain needs a compass, especially in these uncertain times of technological and social upheaval where only the organizations with an eye to the future can react quickly enough to not only survive, but thrive.

There is a reason the half-life of great organizations is getting shorter and shorter. Technological disruption and competition have killed many once-great companies. And today, amidst the upcoming megashifts poised to transform the world as we know it, only agile, resilient organizations with future-ready teams and leaders will have the fortitude and foresight to capitalize on these unprecedented economic opportunities.

The question is: are your people and processes ready?

🔗 BOOKING INQUIRY

HUMANITY AND TECHNOLOGY: Why Digital Ethics is crucial to our future
Our future could be hell or it could be heaven – it's our choice!

Science fiction is increasingly becoming science fact. Consider the dramatic technological advances in robotics, artificial intelligence, human genome manipulation, autonomous vehicles, and quantum computing. In 10 years, the power of technology will become almost limitless! For these reasons, the ethical and humane use of technology can no longer be an afterthought, but is instead an existential challenge. If we define ethics as "knowing the difference between having the power to do something, and doing the right thing", who do we want making these critical decisions? Should it be for algorithms and profit incentives alone to determine our fate? Who will be "mission control for humanity"?

ENGAGEMENT OPTIONS
VIRTUAL OR IN PERSON | LIVE or PRE-RECORDED

AVAILABLE ENGAGEMENT & PRESENTATION FORMATS

- On-location keynote in person and with customized visuals (30-60 min), Q&A or a speech without any visuals or media.
- A virtual keynote via video, with customised background visuals (15-60 min), LIVE but remotely (at higher fee) or Pre-Recorded (slightly lower fee).
- A 'conversation with Futurist Gerd' i.e. a fire-side chat (no media, no presentation), hosted by a presenter.
- A virtual panel or webinar participation (no speech, no presentation)
- Futurizing Seminars for executive board future-coaching
- Virtual Advisory Session with Futurist Gerd

GERD'S FEES ARE BASED ON THESE VARIABLES

- Do you desire a virtual presence i.e. a remote talk from Gerd's studio in Zürich, using highly immersive virtual backgrounds, in FullHD (see this video) or a personal / real-life presence, at your event location?
- Is this about a current core topic (see above) with some basic customisations (lowest fee), or
- Is it about a current or legacy topic, but with substantial customisation such as more domain-specific content requiring deeper research and preparation, or
- Is this about an entirely new topic or subject matter, researched and designed for a specific occasion?

ADVISORY SESSIONS

Beyond keynotes and presentations, Gerd also offers bespoke 'futurizing' advisory sessions, workshops, seminars, as well as executive board and CXO future-coaching. Gerd is also a film-maker and heads up all StoriesFromTheFuture.tv projects. He is available for participation in fire-side chats, talk-shows, public debates and TV shows, and enjoys moderating events, as well. Gerd presents both in English as well as in German language.

🔗 MORE INFOS

OTHER TOPICS AND THEMES COVERED BY GERD
My topics are constantly updated and amended – please inquire for more details

- How To Get Future-Ready

- Practical Wisdom

- Disruption to construction: futurizing your business

- The future of education, learning and training

- How to futurize your business

- Philosophy topics

- Society topics

- Humanity Futures

- The digital transformation of business and society

- The next 5-10 years in technology and innovation

- Disruptive technological change and the future of the professions

- Understanding, embracing and thriving with exponential change

- Beyond the valley of death: responding to digital disruption

- Digital transformation in telecoms, mobile and ICT

- Disruption, transformation and growth: the next 7 years

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