



# Gerd Leonhard

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



# ONE OF THE MOST INFLUENTIAL PEOPLE IN EUROPE

## GERD LEONHARD'S FUTURE NARRATIVE IS GROUNDED IN THE 4Ps: PEOPLE, PLANET, PURPOSE, AND PROSPERITY

"People, Planet, Purpose, and Prosperity" is Gerd's motto, and helping to design "The Good Future" is his key objective. Gerd is one of the top-rated contemporary futurists worldwide. He has presented at over 2000 leading conferences and events over the past 20 years, worked with Mercedes-Benz, Microsoft, NBC, Visa, Google, the European Commission, L'Oréal, Audi, Deloitte, and IBM. Gerd has influenced and inspired millions to "imagine and create a better tomorrow". Wired magazine named him one of the most influential Europeans, and he is listed as #7 in the global ranking of futurists.

As a leading voice on the future of humanity and author of the bestseller "Technology vs Humanity: The Coming Clash Between Man and Machine", Gerd has built a storied reputation as the go-to keynote speaker and thought leader when it comes to digital ethics, human-beneficial technology, sustainability, and the need for a new, future-fit economic logic.

With his unique cinematic 'super-keynote' format, Gerd is continuously pioneering the art of keynoting, while his digital/remote 'keynote television' style of virtual presentations has propelled him to the top of the list of the most talked-about virtual keynote presenters worldwide. Gerd was a professional musician, a critically acclaimed filmmaker, producer, a successfully failed .com paper-millionaire, a fellow of the Royal Society of the Arts (London), and a visiting Professor at the Fundação Dom Cabral in Brazil.

Gerd is no stranger to the media. He frequently shares his often controversial but always prescient views in publications such as The Guardian, Harvard Business Review, Business Insider, Wired UK. He's contributed interviews on the BBC, CNN, Arirang TV, Swiss SRF, ZDF, ARD, and ARTE, and appeared as a special guest in many documentaries.

He is based in Zurich, Switzerland and often works from Las Brenas, Lanzarote.

[CONTACT GERD](#)



# Virtual Keynotes and Remote Presentations

Gerd Leonhard is a top-rated and innovating futurist, keynote speaker and presenter, both in person as well as in virtual or digital-only environments. Presenting online or remotely is an entirely different cup of tea – one that Gerd has been doing since 2013, long before the Corona-Crisis and the global shift to 'remote everything'.

For his 100% digital talks (the speaker as well as the audience), Gerd is reinventing keynote speaking. He constantly adapts to this new medium. There's less focus on the good old linear-style keynote or powerpoint slides, no more just 'talking heads', no more lengthy monologues, only hard-hitting and to-the-point content, deeply immersive and on-demand virtual backgrounds, a cinematic approach to virtual stage and event designs, a dazzling variety of live- interaction options with the audience and other speakers (Q&A, polls, chats, shared media, live social media feeds, call-ins etc.) and overall a much shorter format with more focussed and entertaining content designed specifically for online audiences.

[LEARN MORE](#)

# THE GOOD FUTURE

## WHY IT'S REAL, AND HOW TO DESIGN IT

Why and how people, planet, purpose and prosperity is the key to The Good Future



Fueled by recent geopolitical conflicts, the urgency to address the accelerating climate emergency and the mounting societal challenges of technological hyper-transformation (in particular, AI), the world continues to change at a mind-boggling pace, and confusion reigns.

Once unthinkable climate-emergency measures such as new carbon taxes for aviation or eating meat are increasingly likely, concerned citizens (especially, GenY) around the world push for real change. CEOs are touting their commitments to stakeholder values but many doubt that corporate leadership toward a better future is sincere enough; resulting in a political power-shift that benefits autocratic regimes.

What kind of future do we want? Is our current economic logic even suitable for the future? Will the traditional model of 'free and open markets' deliver solutions for these complex global issues? Is this approach fit-for-the-future?

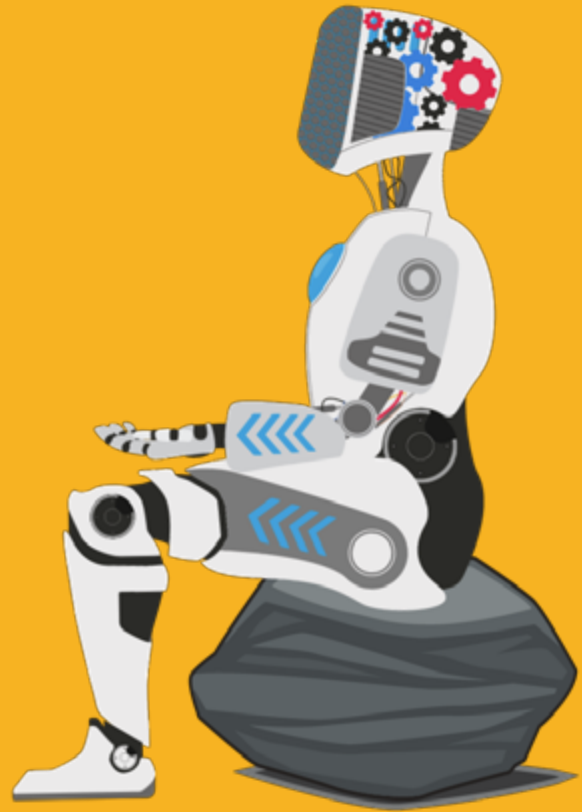
I believe that we must look beyond socialism, capitalism or liberalism and design a new economic logic, and reboot our stock markets as we transition from the suicidal single bottom-line of GDP-growth to what I call the 4Ps: People, Planet, Purpose, and Prosperity. This keynote will dive into my learnings on The Good Future, and show the way forward.

Watch my Good Future films and videos here.

BOOKING INQUIRY

MORE DETAILS HERE

# ARTIFICIAL INTELLIGENCE AND THE FUTURE OF HUMANITY



AI is like a general-purpose-technology or the printing press, and it's the new technology platform, as well. It could be heaven or it could be hell, depending on whether the tools will end up dominating us, or whether human TELOS (the purpose) will prevail. The more power we have, the more wisdom we'll need!

Science fiction is becoming science fact as smart machines — both physical as well as virtual — take on tasks once thought impossible for a digital entity to accomplish. As a result, knowledge work is transforming at a rapid pace, forcing us to reconsider what it means to 'be human' — in our daily life, in our professions and in our organisations.

We must embrace these new possibilities while also preserving and protecting our humanity. We must define new values and goals that transcend increased efficiency or the resulting

financial gains. It will be our androrithms, our uniquely human skills and traits that will make us invaluable in this coming age of AI, not only our ability to command technology or to become faster by using it.

In this talk, I guide my audience through what is important (and real) versus what is false (or dangerous) when it comes to AI. I delineate how we can harness the power of AI to further human (and planetary) flourishing, our happiness, our success and our well-being. I set forth why I believe the future holds great promise if we play our cards right and pursue People, Planet, Purpose and Prosperity.

BOOKING INQUIRY

MORE DETAILS HERE

# GERD'S CRUCIAL FORESIGHT 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 regarding regulation 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, and AGI poses a serious conundrum.
- Virtuality: AR/MR/VR and the [Metaverse](#): fiction vs opportunity, hype versus feasibility.
- 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. Why humans will still matter!
- 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 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](#) (not a machine).
- The coming convergence of biology and technology, rebooting healthcare, pharma and life sciences.

This talk is constantly updated to reflect  
the latest developments

BOOKING INQUIRY



YOUTUBE SHORT

# WORD OF MOUTH FROM AROUND THE WORLD

“Working with Gerd was an excellent experience, and he definitely pushed our executives’ thinking forward. Not only did he outline major technological and societal trends affecting our business, he did so in a way that was engaging and personal.”

## Adam Carroll, Inter Public Group

“Gerd Leonhard distinguishes from other futurists through his emphasis on the human factor in the story between man and machine. While some focus on predicting what technology will bring soon, he actively searches a positive story for humanity and he clearly sets limits on technology.”

## Kristoff Vandermeersch, HR Expo

“Eye-opening, thought-provoking, brilliant..... Gerd’s visionary speech challenges the very core of our beliefs, he can link seemingly unrelated trends and deliver a presentation in engaging and entertaining fashion.”

## Dana Kršáková, Michal Ivantyšyn, ITAPA Slovakia

“Gerd allows the audience to travel to and from the future. The result remains long after the conference, when you rewind his presentations after a few years, and see it happening in front of your eyes. I had the pleasure to hire Gerd when I was at Pestana Hotel Group, and this specific event reached the highest score ever in 4 decades. Gerd is a pleasure to work with, and I highly recommend his services.”

## Nuno Ferreira Pires, SPORT.TV

“Your presentation was a huge success. You managed to scare delegates to death and give them hope at the same time – quite a feat and exactly what they needed! Thank you also for crafting your ideas so that it tied very directly into our business, rather than being just a rehash of a standard presentation.”

## Clive Viegas Bennett, MGI Worldwide

“Gerd really made a big difference to our event because when he speaks about the future changes, technology, behaviors, he worries about connecting all of these changes with the audience reality, showing that it is possible to succeed, as humans, in this new world. He connects to the audience in a way that we feel that there is space for both humans and technology to live together.”

## Patricia Bastos, Tetra Pak



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“The future is no longer a time-frame; it’s a MINDSET”