

LESSONS FROM THE FUTURE

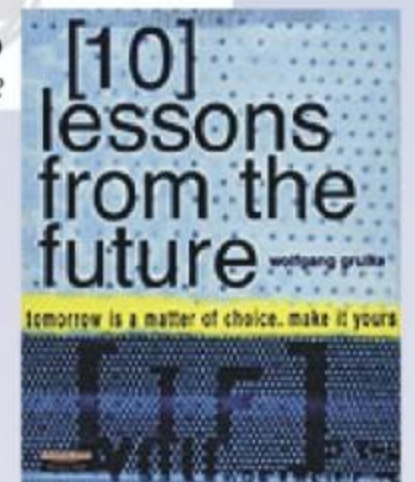
' ... brings fresh ideas and a breadth of thinking that is rare in today's focused and specialised world'



A former IBM executive, Wolfgang worked internationally with IBM for more than 25 years and was awarded the prestigious IBM Outstanding Innovation Award. He was founder and CEO of the Business Futures Group and started FutureWorld as an informal business network

in 1987. Since that time he has been instrumental in helping major corporations and venture capital firms position themselves for the new world economy. He has addressed audiences in more than 20 countries, in person, or radio and on television. His article "In Search of Simplicity" won the NACCA award for the best business article of the year and "From Value Chain to Marketspace" was awarded the AFISM International writing Award for Professional Writers and Consultants in Boston. Wolfgang is regarded as one of the world's top futurists and public speakers, is a Fellow of the London Business School. His books "*Ten lessons from the Future*" and "*Lessons in Radical Innovation: Out-of-the-box straight to the bottom line*" are published by financial Times/ Prentice hall world-wide and have been translated into Chinese, Spanish and German. Wolfgang has spent his life in almost equal shares in Germany, South Africa and the UK. He intends to spend most of the rest of his life in the future.

It is no longer possible to *learn* just from *experience* - in this *warp-speed* world, it has become *essential* to learn from the *future.*
Wolfgang Grulke



"Practical and inspirational. Highly relevant if you don't want someone else eating your cheese."
Wall Street Journal.com

"This is the cutting edge of what's coming in the future."
Kate Bulkley, media journalist

"Wow! That was great! I loved listening to your ideas! That was the most important set of concepts that I've heard anyone talk about in a long time.."
Greg Homan, Director, Emerging Technologies, Nextel Communications

"Wolfgang's thinking is constantly challenging the norms and dares you to go out of the box. Supercharged by his passion, this is a unique and powerful skill!"
Martin George, Commercial Director, British Airways

Lessons from the Future 🌱 🌟

The future is a matter of choice, not chance.

Consumer culture, **technology** and **new networked business models** will shape your future business context, your customers and future prospects. This theme focuses on future market and customer perceptions, those of your customers' customers, and how they will shape future business opportunities.

It focuses on the coming step-changes, and why market leaders may not act on them - contrasting these with the step-changes in the past decades, and asks what the inevitable future will be. This powerful AV theme is a roller-coaster ride from the culture of the sixties and seventies, the so-called Age of Aquarius - and the people, attitudes, products and companies it spawned - to the potential scenarios for the next decades.

This theme is based on the best-selling "**Ten Lessons from the Future**"

Life 2.0 🌱 🌟

Work, health and wealth beyond the new technologies

During the past 100 years science and technology has shaped life as we know it and changed it almost beyond belief. Today we stand at the foothills of a new revolution. New science and an emerging set of new 21st century technologies, embracing NanoTechnology and BioTechnology, are about to alter the way we live and work in fundamental ways that we cannot yet imagine. There will be bewildering new choices in personal health and wealth. Opportunities for business will explode - those who are prepared to see them as such will turn these opportunities into economic performance - at a personal and national level. Where do you stand? Are you ready to thrive in this new future?

This theme is included in a dedicated chapter in "**Ten Lessons from the Future**"

The Future of the Corporation 🌟

Fragmented, distributed and interconnected

For more than a hundred years, the corporation has been the primary structure for wealth-creation and wealth-distribution. Its hierarchical structure has been shaped and changed by the demands of shareholders and stakeholders.

Today we live in unprecedented volatility and chaos. Most centrally-controlled structures are threatened by fast and nimble networked alternatives. Power is moving from governments and corporations to individuals in their roles as investors, employees and partners. Markets, consumers and individuals are interconnected like never before. Information and knowledge has become a commodity.

What creates value in a fractal and interconnected world? What is the future shape of the corporation? What are the business imperatives today?

This theme is based on an upcoming book of the same title by Wolfgang Grulke.

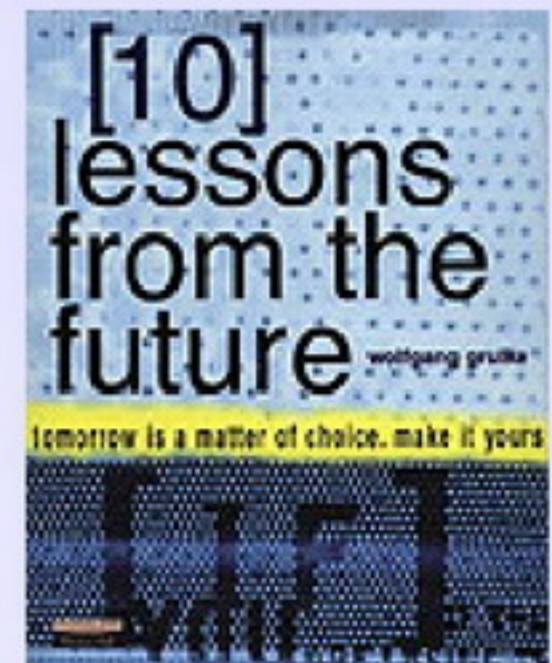
Radical Innovation 🌟

Out of the box, straight to the bottom line

Innovation is fast becoming the commercial religion of the 21st century. Everyone's doing it, so how can you differentiate yourself? What makes the difference between evolutionary and breakthrough innovation? Mankind has always used tools as a means to amplify the body and mind. Our success in this regard has made us the dominant species. Today, massively disruptive technologies provide the possibility to devastate the old business models. Why does your past success hang heavily on your shoulders? Why do great companies fail? Why does success tend to breed an inability to innovate, leading to ultimate failure?

This theme is based on "**Lessons in Radical Innovation**" by Wolfgang Grulke.

Books by Wolfgang Grulke



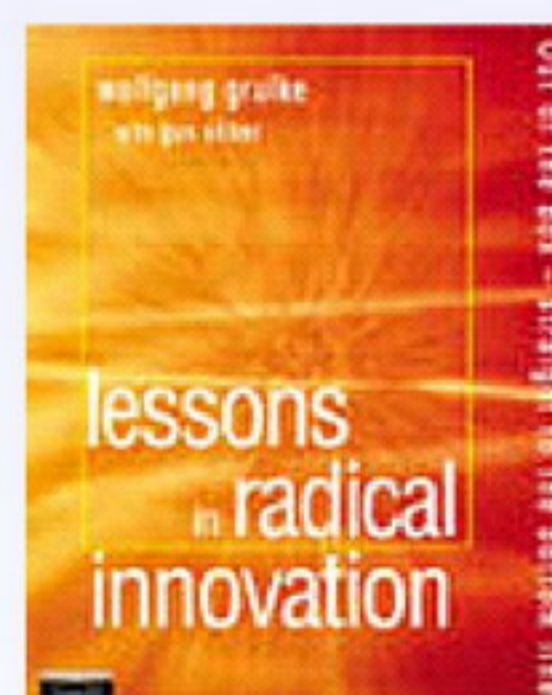
International Edition



Spanish Edition



German Edition



International Edition



Chinese Edition

Quantum Relationships

How to unleash the true power of relationships

Quantum Relationships explores new 21st century perspectives on business and personal relationships – and shows how to apply today’s thought leadership to your business and personal life. Using examples from the new sciences this theme explores a radical new understanding of what it takes to leverage relationships in an interconnected world – at home and in business. In business, you are increasingly dependent on relationships within your organization to deliver exceptional customer service. The future of your business depends on effective relationships with your customers and a seamless network of business partners.

This presentation and workshop is based on two upcoming books “*The Future of the Corporation*” and “*Quantum Relationships: Catherine’s journey down the rabbit hole*” by Wolfgang Grulke and Natalie Hall.



China in the 21st Century

Dragon & Dilemma

Today, China is the pre-eminent growth economy, universally feared as a voracious competitor; inscrutable as a market and thoroughly misunderstood.

Based on practical insights from FutureWorld's global network, this theme is a powerful audio-visual exploration of China’s role in the world – the stark current realities of a roaring dragon, the challenging dilemmas and surprising alternate scenarios for the future.



India in the 21st Century

Elephant & Crouching Tiger

In 1990 India had the same GDP as China. Since then, India has stood in China's economic shadow. Democratic ideals and 'elephantine' political infighting have been blamed.

Today, India is the epicenter for industrial and IT outsourcing and is developing a massive IT services industry. It has become a leader in generic medicines and surgical tourism. A revolution in political attitudes seems to be bubbling up.

What is in store for the world's largest democracy in the next two decades? This powerful audio visual exploration of India's alternate futures will add new insights to your business' strategic context.



The Mobile Future

Everything is more mobile – is it chaos or opportunity?

21st century markets are being characterized by mobility – of people and jobs; products and services; information and know-how; capital and consumers. Man's tools and technologies are pushing us headlong into an increasingly mobile future.

This theme captures radical new thinking about our future and provides sharp business synthesis for executive audiences, challenging your ideas about the future and providing practical links to today's business realities.



Business Lessons from Dinosaurs

Evolution, extinction & the fate of market leaders

This theme covers the vast geological eras before Mankind and the profound lessons this long-view perspective teaches us. This keynote and workshop topic builds profound new insights into business and life strategies – it is full of striking audio-visual imagery, from wonders of the natural world to the astounding explorations of the fossil record – and leaves the audience with “Principles from Pre-history” – powerful lessons for your future.

We all know the value of learning from experience – we know we must build on the shoulders of giants. Wolfgang Grulke's bestselling book “Lessons from the Future” taught us that in this warp-speed world it is not enough to learn from experience – that we have to learn to learn from the future, and that the future is a matter of choice, not chance. Now, with these “Principles from Pre-history”, we expand new strategic lessons for business, and the way we live our lives.



Readers' Insights into Wolfgang Grulke's Books

"A practical and inspirational guide to the Future. A superb combination of practicality and vision. It is a great read, precise and thought-provoking. It makes you really want to jump out of your seat and participate in the creation of the future. I have read this book twice. I highly recommend it to those who do not want someone else eating their cheese"

Radames Soto
Wall Street Journal, New York

"The best book of 2000 - I learnt so much."

Geraldine Greene
CEO I-biz21.com

"Ten Lessons from the Future is truly captivatiing. The thinking is original and frame-breaking. I don't often use superlatives but they are deserved here. I urge you to look seriously at this book - and soon"

John M Stopford
Professor of International Business
London Business School

"Success in the future demands spending time there... NOW! Grulke creates this time warp ...giving us a unique glimpse of our future lives, what we make of it is up to us!"

Anton Musgrave
CEO
Citadel Portfolio Management



Increasingly
'talent' is not just about
knowledge and skills.

In future, with knowledge becoming more of a commodity, the ability to turn this into **valued skills**, plus a combination of attitude and passion will be the personal differentiators.

Without
passion
the cows of innovation don't calve.
Wolfgang Grulke

FutureWorld
The Global Business and Technology Think Tank
seminars

Who Should Attend?

- CEOs
- Managing Directors
- Directors
- Senior Executives
- General Managers
- Business Strategists
- Futurists
- Venture Capitalists
- Market Analysts