



GERD LEONHARD

Futurist, humanist, keynote speaker, author, and film-maker, CEO The Futures Agency

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- Top-rated Futurist, Humanist, Strategic Advisor
 - Author of 'Technology vs. Humanity'
 - One of Wired's Top 100 Influencers in Europe in 2015
 - Focusses on the future of humanity and technology, digital ethics, artificial intelligence, future-leadership and communications
 - Has presented at more than 1700 events in 60+ countries since 2004
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Gerd Leonhard is not just a leading expert on the future, he is also a humanist who

believes that all scientific and technological progress should further collective human flourishing. People, Planet, Purpose and Prosperity is Gerd's credo. As Gerd likes to say, humanity will change more in the next 20 years than in the previous 300 years – let's make sure that we can still maintain what makes us human.

The second decade of the twenty-first century may not quite be the world of George Orwell, yet, but living in these times is certainly puzzling. Futurism used to be the study of the future, but nowadays it seems hard enough to read the present. Gerd Leonhard has spent his lifetime engaging with change, as a professional artist, internet entrepreneur, author and now as a visionary thinker and speaker.

Listed by Wired Magazine as one of the top 100 most influential people in Europe (2015), Gerd's work focusses on the future of humanity and technology, digital ethics, artificial intelligence, future-leadership and communications. In his keynotes, presentations, workshops and advisory sessions Gerd addresses topics such as the what it means to be human in a world of machines and algorithms, the coming redefinition of human-machine relationships, the future of work and jobs and many more.

Gerd is a much sought-after speaker, having presented at more than 1700 events in 60+ countries since 2004. His list of clients include Google, Sony, UBS, Mastercard, Unilever, Lloyds Bank, WWF, Nokia, The Guardian, Telkom Indonesia, Siemens and many others. Gerd Leonhard is a member of the Royal Society of Arts (RSA, London), and an advisory board member of the Indian and Canadian Research Institutes. He resides in Zürich, Switzerland.

TEMAS

Gerd tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Future Trends
- Digital Transformation
- Innovation

- Artificial Intelligence
- Emerging Technologies (AI, Blockchain, Deep Learning, IoT, etc)
- The Future of Banking/ Insurance / Tourism /Retail / Real Estate
- Redefining Leadership

PROGRAMAS

His keynotes, speeches and presentations are renowned for their hardhitting and provocative style - inspiring, humorous, motivational, and always personal. Using cuttingedge creative motion design, Gerd's performances have become a unique immersive experience on the big screen, reinventing the visual side of the conference industry.

From transformation to humanization

Culture still eats technology for breakfast!

We have reached peak 'digital transformation' – if you haven't heard about why you and your business need to 'go digital' or 'transform into a digital organization' you just may have lived under a rock during the past 5 years:

But now that this initial "transform or die" hype is winding down we are entering an era where it is no longer just about upgrading your IT-systems or investigating new business models. Now it is all about making sense, staging experiences, and creating tangible human benefits.

We must therefore TRANSCEND TECHNOLOGY so that we can focus on what really matters: human flourishing and (customer) happiness. We must invest as much in humanity as we invest in technology. Today's unique opportunity is to re-humanize technology so that it serves a deeper purpose.

When humans are treated like algorithms the loss of trust is pre-programmed – and losing trust is something no organization can afford. If you don't want to end up like some of the global social media platforms who are now facing a jaw-dropping loss of trust, regulation and anti-trust legislation, put the HUMAN back into the centre of everything you do, and the future will be yours!

Exponential Change

The total transformation of business and society

Successful businesses always maintain a constant conversation about the future: what lessons need to be operationalized today in order to avoid future irrelevance or worse, extinction? For one thing, it is essential to understand that everything that can be digitized, automated or virtualised, will be. Cognification, automation, disintermediation and robotization and 7 other Megashifts are now taking place across all industries, globally, not just in B2C sectors like media, content and marketing. Exponential change is certain to be the #1 challenge/opportunity in the next 5-7 years. How can we – and our organisations – become better at understanding the new challenges and opportunities, and move faster to develop the mindset and implement the transformations that are required? How will a company prosper in a world that is quickly becoming hyper-connected and interdependent? What skills and mindsets will we need, and what should remain human even if it is inefficient? Watch this excerpt from a recent keynote on digital transformation, or this complete talk.

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, I cut to the chase. Only my most important future-observations make it into this presentation. Culled from my firehose-like-mix of recent reads, news, reports, research, videos and films, and influenced by the many brilliant people I meet and speak to, this constantly updated keynote lays out the top-10 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.

Humanity and technology

We are defining our future, today!

Scientific break-throughs, exponential technological progress, economic growth and jobs often dominate the discussions when we ponder the future. However, as the world is going

rapidly digital, I believe it is our humanity that needs the most attention, and it is our humanity that will make all the difference in a world dominated by algorithms and smart machines. Our future is to become more human, not less, and the biggest danger today is not that machines will eliminate us, but that we become too much like them!

Consider how quickly the world is changing: data is now really the new oil, artificial intelligence is becoming the new electricity, and the Internet of Things could well be the world's new nervous system. Digital giants and social media platforms have replaced banks and energy conglomerates as the most powerful companies in the world. Algorithms, AI and bots are gearing up to run the show in every industry. What will happen to humans when machines become truly intelligent? What about privacy, secrets, mystery, serendipity, emotions, intuition, imagination, consciousness, and...free will?

This talk expands on the core themes explored in my recent book, *Technology vs. Humanity*.

Artificial Intelligence

The next 10 years

AI has become a global buzz-phrase that hogs our attention everywhere – yet the very idea of AI is being frequently misinterpreted, misunderstood and misrepresented. Hopefully this presentation can clear up this 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. I depict what is real and what's not so real (yet), and where things are going in the next 5-7 years. Examples are usually drawn specifically from a client's domain or industry. This talk also includes some elements from the *Technology vs. Humanity* talk, as outlined above, and often addresses the impact of AI on work, education and jobs, as well. Be sure to watch my popular 2018 film: *we need to talk about AI*. Visit my AI playlist on Youtube.

Digital Ethics

The ethics of exponential technological progress

Science fiction is increasingly becoming science fact. Witness the dramatic technological advances in robotics, artificial intelligence, human genome manipulation, autonomous vehicles and quantum computing. I reckon that in 10 years technology will be almost limitlessly powerful! It is for these reasons that I believe that the ethical and humane use of technology can no longer be an afterthought, but that it is in fact an existential challenge. If we define ethics as “knowing the difference between having the right or the power to do something, and doing the right thing”, who, then will decide what is right, and who will be “mission control for humanity”? Technology is morally neutral until we use it (hat-tip to William Gibson) – and we will use it absolutely everywhere in the near future. Do we need a ‘Digital Ethics Council’?

The Future of Work

Culture still eats technology for breakfast!

Automation is everywhere, already: from electronic bridge-tolls to connected cars with dash-cams and self-parking capabilities, to digital wallets and mobile payment platforms, to networked medical devices and quantified-self applications, to sensor networks for traffic control and robotic nurses for the elderly – and this is only the beginning. The next 5 years will bring rapid advancements in all areas of AI, robotics and the Internet of Things, and almost all of them will bring more automation to every sector of our society (and I am sure this will not always be a good thing, either). I believe that in the near future we need to focus on human-only jobs and non-routine tasks that only humans can undertake, focusing on creativity, design, tacit pattern recognition, negotiation and other ‘soft skills’, on right-brain capabilities or on emotional context (EQ). However, unemployment is very likely to soar, regardless, as ever smarter and cheaper machines increasingly automate all routines. So will we see the rise of a minimum guaranteed income (i.e. get paid without working) in some developed countries such as Switzerland? The very concept of work and ‘earning a living’ will need to be re-imagined, and soon. The end of routine is not the end of human work!

Understanding the Future

9 Game-Changers, 11 Megashifts and 6 Future-Principles

In this brand-new talk I share my observations and foresights on three sectors: science & technology, business & society, and mindset & philosophy; customized for every specific client and their industry.

Science and technology: We are confronted with 9 game-changers: data, cloud, AI, quantum computing, the Internet of Things, blockchain technologies, 3D printing, augmented and virtual reality and genetic engineering (biotechnology).

Business and society: the game-changers above result in 11 Megashifts that impact how we live, across the board: digitization, datafication, personalization, cognification, augmentation, robotisation, automation, disintermediation, platformization, virtualization and simulation (see www.megashifts.digital for details).

Mindset and philosophy: In response, we need to adopt a future-ready mindset and philosophy based on the understanding that the future is exponential, convergent, combinatorial, circular, holistic and human-centric (the 6 future principles)

“You have to think about the future while doing the present so that the present is going in the right direction”.

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TECHNOLOGY VS HUMANITY

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