



Geert Leonhard

THE FUTURE IS  
ALREADY HERE...



SELF DRIVING  
CARS ARE NO  
LONGER A  
JOKE...

amazon go

ELIMINATING  
THE FRICTION



SERVICES  
& EXPERIENCES



IN FEW  
YEARS A  
SINGLE  
COMPUTER  
WILL HAVE  
THE COMPUTING CAPACITY  
OF ALL HUMAN BRAINS

IF YOU KEEP  
THINKING  
LINEAR...



MEGASHIFTS

FUTURE IS NO LONGER  
AN EXTENSION OF  
THE PRESENT

... YOU ARE  
MAKING A SERIOUS  
MISTAKE



ROUTINE JOBS WILL  
DISAPPEAR... AND NEW  
CREATIVE JOBS WILL ARISE



CANNOT  
BE DIGI-  
TIZED!