

## Laurent Haug

### Themes for presentations

#### **Don't believe the hype**

Originally presented at TEDx, this talk deconstructs the two most common reactions to sweeping new technologies – fear and denial – and offers a pragmatic antidote of awareness rooted in a sense of history. Using examples from his radio and TV show Paléofutur ([arte.tv/paleofutur](http://arte.tv/paleofutur)), Laurent Haug walks us through the multidimensional nature of human society's long march of change, and explains how technology can serve and empower, rather than driving us crazy.

Video : [youtube.com/watch?v=H1o7elluMsM](https://youtube.com/watch?v=H1o7elluMsM)

#### **Thinking like an innovator**

Innovation is an imperative in today's world, yet few organisations are getting it right. Why? Because innovation is not about money: wealthy organizations routinely struggle to innovate; It's not about talent: many faltering companies are filled with smart people; It's not about knowledge: most CEOs know what they should be doing. So what gives innovators the power to reinvent themselves and stay relevant in an era of relentless change? This talk examines the innovator's mindset, the dangers of complacency, and considers the factors that have helped drive the exceptional longevity of select "old guard" companies like 3M, Disney, and Ford.

Research project: [how-innovators-think.com](http://how-innovators-think.com)

#### **Making sense of Digital Transformation**

Our growing digital economies have created the impression that technology equals innovation – Wrong: innovation takes the form of business models, processes, policies, products, services, and more. A fluency in digital technologies, however, is increasingly an essential part of 21st century literacy. This talk gives you the basis for a healthy understanding of the balance between the physical and the digital (online/offline); data and intuition, product and process; in a word: between human and machine.

Video : [youtube.com/watch?v=UMbiCcCSzfE](https://youtube.com/watch?v=UMbiCcCSzfE) (IMD, 2018, EN)

#### **Technological trends and their impact on your business**

How is technology transforming society and the lives of your customers? Who are the emerging people and organisations poised to make a meaningful impact in your industry? What are the trends you should be paying attention to, and the passing fads you should ignore? This talk walks the audience through the day's important signals, because you can't outsmart the upstarts if you don't know what they are up to.

Video : [youtube.com/watch?v=RmMgvYdHRO8](https://youtube.com/watch?v=RmMgvYdHRO8) (Next, 2015, EN)

Video : [youtube.com/watch?v=6OlcVUx6jHk](https://youtube.com/watch?v=6OlcVUx6jHk) (Swisscom, 2017, FR)

### **Fintech: the best is yet to come**

We tend to overestimate the effects of a technology in the short run, and underestimate the effect in the long run. That's why most innovations, after an initial period of hype, go under the radar before reaching their full potential. Fintech is no exception to the rule. And its next phase is a deeper, wider, larger boom that will reshape the entire financial industry.

The early years of the digital revolution saw financial institutions guide technology firms to their IPOs. Now the tables have turned, and it's technological firms that are guiding finance. Using his experience as an early fintech investor in startups like Betterment, Currency Cloud, Simple or eToro, Laurent Haug will share his views on how the next years of the financial industry will unfold.

### **The past: a story of today**

History never repeats itself but it rhymes, or so said Mark Twain. This talk explores the strikingly contemporary lessons to be learned from the innovators who came before us and tackled the challenges of their times. An automaker offering pre-paid vehicles, deploying a vast network of charging stations, and employing viral marketing tactics? Tesla in the 2010s, yes. But also Citroën in the 1910s, a startup that was laying the foundations for the day's new technology: the combustion engine. Every generation builds on the knowledge of their predecessors; and the best avoid repeating their mistakes.

Video: [arte.tv/paleofutur](https://arte.tv/paleofutur) (Arte / RTS, FR / DE, 2019)

### **Lessons from a life in entrepreneurship**

Let's face it: someone, somewhere, has already had the same idea you have. It's tempting to focus on The Big Idea, but there are far more important elements to master on the innovation journey. This talk delivers insights gleaned from 25 active years as an entrepreneur, investor, and digital transformation specialist, covering topics such as focus, implementation, fundraising, competition, risk; but also: putting technology in its place, pivoting out of bad situations, finding the balance between feedback, data, and vision, handling the challenges of growth, and the all-important teamwork factor; knowing the difference between good leadership, good management, and core competence.

This talk has been viewed more than 300'000 times on SlideShare, and downloaded more than 15'000 times.

Slides: [slideshare.net/laurenthaug/things-i-will-tell-my-kids-if-they-become-entrepreneurs](https://slideshare.net/laurenthaug/things-i-will-tell-my-kids-if-they-become-entrepreneurs)