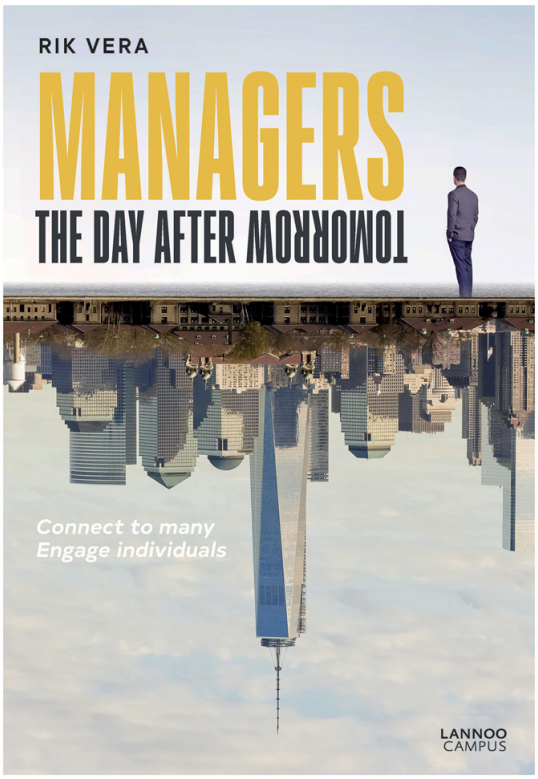
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Managers the Day After Tomorrow

Connect to Many, Engage Individuals

Rik Vera

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- Guide beyond the end of predictability for managers that disproves popular myths and addresses tomorrow's greatest dangers
- Offers a multidisciplinary approach

In today's economy, everything has changed. In order to survive, managers and organisational leaders will have to address the need to connect to the largest possible audience without losing touch with the individual. But how does this work? How can managers look ahead? How can they imagine how their company will be doing in thirty years from now, and do so in an environment where predictions have become all but impossible, and then at the same time successfully imprint their vision into a strategy for the next three months from now? What makes today's customers tick? Why does everything have to be easy, fast, fun and simple? Why is data the new gold, and why is AI a blessing? The answer is plain. To keep evolving, leaders should be inspired by the outside world. They should have the guts to read the signals all around them. They should meet the needs of their customers and, above all, they should focus on every possibility. In short, they should never stop experimenting.

Rik Vera is a Partner at inspiration and advice company nexxworks. He is a highly sought-after keynote speaker and advisor in the field of extreme customer centricity, disruption, sales and marketing.

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