

Contents

1 Joy for the future versus fear of the future	9
1.1 Have a bright future!	9
1.2 For the next generation	9
1.3 Doomed to fail?	12
1.4 Society at the crossroads	14
1.5 Bright future in sight	16
1.6 Homo „praesens“ in the short-term trap	19
1.7 No time for the future	22
1.8 Joy for the future	23
1.9 The most important entrepreneurial task	26
1.10 The second most important entrepreneurial task	30
1.11 And now?	32
2 Bright Future Business?	34
2.1 Your image of the future made easy	34
2.2 Bright Future Business or No Future Business?	36
2.3 The sample image of a Bright Future Business	38
2.4 The characteristics of a Bright Future Business	42
3 You sustainably improve many people's quality of life	44
3.1 The sustainable transformation of energy and transport	44
3.2 Help shape a bright future	48
3.3 Determine your motivating mission	51
3.4 How companies around the world improve the quality of life	56
3.5 Your social contribution to the quality of life	62
4 You are working on great viable future opportunities	66
4.1 On the way to becoming the largest company in the world?	66
4.2 Great future opportunities for SME	71
4.3 Your future opportunities are already here	78
4.4 The trend system for future opportunities	84
4.5 Trend scenarios: What is in store for you	87

5	Many customers like to buy a lot at profitable prices	95
5.1	Customers want to be part of the future	95
5.2	Beyond marketing and sales	100
5.3	Create high attractiveness for customers	101
5.4	Social contribution pays off twice	105
5.5	Strategies for high attractiveness	108
6	The best employees come, stay, and like to give their best	112
6.1	Helping to save the world	112
6.2	Perks – companies as adult day care centers?	116
6.3	The future world of work	119
6.4	Your image of the future holds everything together	121
6.5	Attractive companies	124
6.6	Thinking 100 years ahead?	126
6.7	Excellent employees	127
6.8	And what about culture?	130
7	Your productivity is at the top of the industry	133
7.1	Much more productive and faster	133
7.2	The importance of productivity	138
7.3	Simple is difficult, but crucial	140
7.4	A future image makes more productive	141
7.5	Culture and organization for productivity	142
7.6	How technologies increase productivity	144
7.7	Every employee has their image of the future	147
8	Your competitors have a hard time copying you	151
8.1	Uncatchable for the time being	151
8.2	More features protect against competitors	161
8.3	Unique positioning towards the customers	163
8.4	Positioning with a synergistic value chain	166
8.5	Positioning with key resources	168
8.6	Opportunities for small businesses	168
9	You are protected against technological and strategic disruptions	171
9.1	Any company can be disrupted	171
9.2	Truly protected?	176
9.3	This is how disruptions happen	177
9.4	What are your customers really paying for?	181
9.5	Joy of self-disruption	184
9.6	Where do disruptions come from?	187
9.7	Flexibility replaces foresight	190
9.8	Business wargaming: Let yourself be attacked	192

10 Your company is a pleasure for the shareholders 195

10.1 The most valuable company on earth? 195

10.2 Your future-proof Bright Future Business 196

10.3 Joy in the company 198

11 Now what? 200

11.1 How to use the Bright Future Business model 200

11.2 More advice on Bright Future Business 203

11.3 Invitation to the Bright Future Leaders community 203

Endnotes 204

About the author 209