

SHAPE

YOUR

FUTURE,

NOW

WITH DR.

FREDERIK

G. PFERDT



FUTURE OPTIMIST | GOOGLE'S FIRST AND FORMER CHIEF INNOVATION EVANGELIST
AWARD WINNING AUTHOR | ADJUNCT PROFESSOR, STANFORD UNIVERSITY

TRUSTED BY



United Nations



Mercedes-Benz



Uber



Lufthansa



INSPIRING & EMPOWERING YOUR PEOPLE

Dr. Frederik Pferdt empowers people and teams to cultivate a future-ready mindset, transforming uncertainty into opportunity and challenges into breakthroughs.

A Mindstate Shift: Inspire managers and employees to imagine not just what is—but what could be, turning vision into action.

Innovative Solutions, Real Impact: Spark bold thinking and drive meaningful action amidst complexity—transforming obstacles into opportunities for growth.

A Creative Culture: Build a workforce energized by curiosity, optimism, and courage—ready to shape a brighter future, together.

FREDERIK
G. PFERDT

FUTURE READINESS IS

THE #1 HUMAN QUALITY FOR EMBRACING CHANGE AND SHAPING TOMORROW

Inspiring people to embrace change, adapt with creativity, and transform challenges into opportunities for growth and innovation.

- From Stagnation to Momentum:
Future-readiness fuels a forward-thinking approach, empowering individuals and teams to break free from limitations, spark creativity, and generate meaningful progress.
- Mindstate transformation over knowledge transfer:
Dr. Frederik Pferdt emphasizes rethinking how we learn and grow. A future-ready mindstate inspires proactive, creative, and confident action at every level.
- From Theory to Opportunity:
This is more than learning innovation—it's a transformative practice of seeing change as an opportunity, empowering everyone to actively shape what's next.



FREDERIK
G. PFERDT

A man with short, light-colored hair and a beard, wearing a black t-shirt, stands with his arms crossed in the center of a large, transparent geodesic dome. The interior of the dome is furnished with a desk, a typewriter, a potted plant, and a hanging planter. The background shows a bright, hazy sky. The overall aesthetic is futuristic and optimistic.

AS OUR FUTURE

FUTURE OPTIMIST

FREDERIK
G. PFERDT



INSPIRING CHANGE AND DRIVING IMPACT ACROSS THE GLOBE

- Trusted Advisor to 150+ Organizations Worldwide:
Partnered with leading companies, governments, and non-profits and start-ups to ignite innovation and cultivate future-ready cultures.
- Pioneering Innovation at Google and Stanford:
Google's first Chief Innovation Evangelist and a Stanford adjunct professor, shaping the next generation of creative thinkers and innovators.
- Award winning Author and Global Voice:
Author of What's Next Is Now, a "Next Big Idea Club" must-read guide to creating the future, and featured in over 250 global publications.
- A Life Inspired by Nature and Curiosity:
Lives in the Santa Cruz mountains, drawing inspiration from nature and his children's playful exploration of what's possible.

FREDERIK
G. PFERDT

A 2024
..NEXT BIG
IDEA CLUB"
MUST READ.

"This is a book to share."

SETH GODIN, AUTHOR OF THE SONG OF SIGNIFICANCE



▶ PLAY
VIDEO

A man with a beard and short hair, wearing a white button-down shirt, is shown from the chest up. He is looking slightly to the right of the camera. The background is a blurred stage setting. Overlaid on the image is a large, semi-transparent graphic consisting of several overlapping shapes in shades of blue, purple, and pink. The text 'THE POPE OF CREATIVITY' is written in a white, pixelated font across the top of the image.

'THE

POPE OF
CREATIVITY'

(FOCUS MAGAZIN)

'DR. INNOVATION'
(YEDIOT AHARONOT)

'GLOBAL THOUGHT-LEADER'
(HANDELSBLATT)

'ONE OF THE MASTERMINDS OF
SILICON VALLEY'
(DER SPIEGEL)

'GOOGLE'S CHIEF INNOVATOR'
(FAZ)

TRUSTED BY GLOBAL BRANDS AND LEADERS

CLICK LOGOS TO VIEW



The Telegraph

BBC

FASTCOMPANY

Harvard Business manager



▶ PLAY VIDEO

NASA

SAP

SIEMENS

adidas

Mercedes-Benz



WHAT'S NEXT STARTS WITH YOU

FREDERIK INSPIRES YOUR PEOPLE, THROUGH: WORKSHOPS, KEYNOTES, MASTERCLASSES AND A ONE-YEAR FUTURE PROGRAM FOR COMPANIES. AWAKEN THE FUTURE READINESS OF YOUR PEOPLE NOW!

FREDERIK
G. PFERDT

KEYNOTE TOPICS

- FUTURE MINDSTATE - HOW TO INVENT TOMORROW, TODAY
- WHAT'S NEXT IS NOW - HOW TO LIVE FUTURE READY
- RITUALS FOR CHANGE
- SHAPING THE WORLD'S #1 INNOVATION CULTURE - MY LIFE AT GOOGLE
- CREATIVITY - A HUMAN SUPER POWER
- SHAPING A BETTER TOMORROW, TOGETHER

FREDERIK
G. PFERDT

FUTURE

MASTERCLASS 01

RITUALS

In this interactive, hands-on / minds-on Masterclass, leaders identify values to craft some powerful rituals and bring them to life in new ways, building a future-ready culture - one step at a time, preparing themselves and the organization for a new normal.

YOU'LL LEARN:

- how to identify core values in your organizational system
- how to use new rituals to help drive change
- how to lead effectively to navigate the future

FREDERIK
G. PFERDT

REIMAGINE FUTURES

MASTERCLASS 02

Reimagine Futures equips you with a future mindset in service of helping you and humanity not just survive the future but thrive in it.

In this inspiring, interactive and immersive masterclass, Dr. Frederik will help you

- discover and observe your current mindset, today
- explore implications of trends like AI, Sustainability and Mobility of tomorrow
- show you how we better create our future, together

FREDERIK
G. PFERDT

IDENTIFYING YOUR DIMENSION X

MASTER
CLASS 03

In this transformative masterclass you identify, understand, and harness your Dimension X, empowering you to shape your future with confidence and clarity.

YOU'LL LEARN:

- how to identify your Dimension X: Through reflective exercises and guided introspection discover the intrinsic quality that drives your most significant achievements.
- how to map your milestones: Chart your life's pivotal moments to recognize how your Dimension X has influenced your decisions and shaped your path
- how to harness your superpower: Develop strategies to leverage your Dimension X in everyday decisions, transforming challenges into opportunities for growth and innovation.

FREDERIK
G. PFERDT

FROM PEOPLE TO PROTOTYPE

MASTERCLASS 04

Practice Design tools and techniques for innovation, in an active hands-on - minds-on workshop experience, preparing leaders to build a more human-centered future.

Learn and apply a new toolkit to:

Get your team to see the bigger opportunities, leading to breakthrough ideas.

Create products and solutions that delight users and respond to their needs.

Advance work rapidly by making ideas tangible.

RESTORATIONALS

BECOMING THE CATALYSTS OF CHANGE

"Frederik's collaboration revolutionized the mindset of more than 2500+ Stanford University Innovation Fellows worldwide. With unwavering optimism and empowering encouragement, he inspired them to become the catalysts of change they yearned to see in the world."

STANFORD UNIVERSITY, PH.D., ADJUNCT PROFESSOR
Leticia Britos Cavagnaro



FREDERIK
G. PFERDT

REVOLUTIONIZING PERSPECTIVES ON INNOVATION AND THE FUTURE

"Our frequent visits to Frederik's Google Garage and engaging conversations with him have been transformative. The radical insights gained from these experiences have revolutionized our perspectives on innovation and the future. Frederik's guidance has effectively reshaped the way we approach these subjects, leaving an indelible impact on our leadership teams across the DFB."

DIRECTOR OF THE GERMAN SOCCER ASSOCIATION
Oliver Bierhoff



TESTIMONIALS

FREDERIK
G. PFERDT

TESTIMONIALS

FACILITATING INNOVATION AT THE UN

On the need for an innovation mindset to advance the mission of the UN: "Innovation across the UN system is essential for us to deliver at a scale and pace needed to achieve the Sustainable Development Goals by 2030." During Frederik's Keynote on the launch of the UN Innovation Toolkit in Madrid.

UN SECRETARY-GENERAL
António Guterres



**United
Nations**

FREDERIK
G. PFERDT



ARE YOU SHAPING YOUR FUTURE?

FREDERIK
G. PFERDT

READY TO ACTIVELY SHAPE THE FUTURE?



FREDERIK
G. PFERDT

[Contact us](#) to book Frederik for
your event | workshop | masterclass
future business curriculum
- online or live -

and start building a culture of innovation
and future-readiness together