



David Zach, futurist

# An Owner's Guide to the Future

keynotes • workshops • articles • brainstorms

## trends detected

If you want the future to work for you, you should work with David Zach. He's got a master's degree in Studies of the Future, and with over 1000 satisfied clients, he's uniquely qualified to work with you to find the key trends shaping the future.

## implications identified

Spotting the trends is not enough. Knowing what they mean is what people really want from a futurist. Dave identifies the long-term and short-term impact of trends on your work, life, and community.

## changes evaluated

Not all change is progress. It's when change is balanced and guided by the lessons of history that it becomes progress. Dave can help your change agents learn to work with your agents of tradition.

## assumptions challenged

Do you work with too many people who are prematurely disappointed in the future? Dave helps them reconsider what they think they already know and turns that into grounded, workable optimism.

## audiences entertained

Anyone who knows Dave knows that he doesn't take the future or himself too seriously. Combining a professional-level wit with some small town, Midwestern charm, he takes an important subject and gets your audience to laugh, talk, and reflect. This makes for great programs, lasting conversations, and lots of compliments for the meeting planners.

## clients quoted

*Your ability to grasp an audience from the beginning and hold them on your words was extremely impressive.*

Major General Stephen P. Cortright,  
Oklahoma National Guard

*Your keynote speech was by far our clients' highest rated session during our event. You made us look great!*

Nancy D. Vick,  
Marsh USA

*It was apparent from their laughter, silence, note taking and rush to thank you that your keynote was the highlight of the day.*

James Boniface,  
American Institute of Architects, N. Carolina

## ideas connected

The future isn't what it used to be. The more uncertain we are about today, the more opportunities there are for explorations, innovations, and commitments. Times like these are ideal for remembering, connecting, and asking the question, "Where do we go from here?"

The wealth is in the connection. Our ability to connect people, things, and ideas, especially if at first we didn't think they were connectable, is the real source of wealth and innovation in the future.

Paying attention. We're no longer paid for our time, we're paid for our attention. So how come we don't take *attention* management classes?

Play with fads, work with trends, live by principles. Without grounding and perspective, many are distracted by the articulate incompetents, who dazzle them with the fast and flashy, drawing them away from that which has lasting, proven value. Can your people tell the difference?

## questions explored

Which is easier to automate, nurses or doctors?

How come teenagers can do 10 things at once and still be, like, bored?

Why are we flooded with information, but starving for knowledge, while too often ignoring wisdom?

Why is the Concierge the best model for tomorrow's great customer service?

Why should you be skeptical of any forecast, or for that matter, any forecaster?

Who understands today's economy better: Warren Buffett or Jimmy Buffett?

## answers revealed

How can you make your next meeting a success? Go to Dave's website and watch his video clips to see great meetings accomplished. Read the impressive list of your peers and what they think of his abilities. Link to Dave's articles, interviews, and free downloads to understand the breadth and depth of his thinking.

Whether it's his interactive keynotes or his warm and humorous style, Dave's the one who can help you take ownership of the future. Call him today.

To book David, call Zoe Training & Consulting at (303) 440-9005 or (877) 440-9004 or visit [www.zoetraining.com](http://www.zoetraining.com)

