

Karl Albrecht *International*

Lecture By Dr. Karl Albrecht

“Doing Business in the New Economy: Are You an Endangered Species?”

The average life of a Fortune 500 company is about 40 years. The average life of all incorporated businesses is about 15 years. Contrast that to the average human life span of about 70 years; most corporations don't outlive the second generation from their founders.

J. Willard Marriott, founder of the Marriott Corporation, reminded us that “Success is Never Final.”

What about *your* business? Are you an “endangered species?” Is your value package still relevant to the realities of the new competitive world?

In this thought-provoking presentation, Dr. Karl Albrecht challenges you and your leadership team to re-examine the most basic assumptions of your business; consider the abundance of threats and opportunities offered by the competitive environment; and start thinking about success for the long term.

He cites case after case of “failures of foresight,” as well as success stories in which visionary leaders have accurately “read” the signals in the environment and adapted their enterprises to the disguised opportunities they detected.

He shares insights from his research on the long-surviving businesses – the four critical success factors that have enabled them to endure the ups and downs of history for a *century or more*.

Karl's presentations are lively, thought provoking, often humorous, sometimes contrarian, and always informed by his impressive depth of knowledge.

Karl is a world-recognized business futurist; consultant; speaker; and author of more than 20 best-selling books on futures, strategy, leadership, and organizational performance. A former physicist, military intelligence officer, and business executive, he was honored by the Mensa society with its lifetime award for his contributions to the understanding of intelligence.

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