



# Dr. Jens-Uwe Meyer

Innovation Pioneer | Speaker | Author





# Audience References

*„This has been one of the best speeches, including a great topic, in recent times. We hope to have more brilliant speakers like him in the future!“*

**Marketingclub, Offenburg**

*„Very varied and inspiring!  
Creativity brought to a new level“*

**Dr. Harald Köster, Corporate Vice President, Henkel**



*„The speech was very inspiring for our department managers. Excellent approach for lateral thinking in our strategic planning.“*

**Uwe Neumann, Leader Corporate Development, Deutsche Bahn AG**

*„Your presentation was very appealing!  
The audience was very taken with it.“*

**Max Otto, Leiter Idea Management, Witt Weiden**



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Dr. Jens-Uwe Meyer

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# 1

## Digital Disruption

How to reach the next level of innovation



### Economy is being reinvented right now!

**You think digitization is over? No. It just started. It will radically change your industry and your company. As you hardly think it possible.**

In this insider lecture by Dr. Jens-Uwe Meyer you will learn how the pioneers of digitization rethink and redefine markets. You will learn the principles of digital disruptors and get an outlook on the digital future of various industries. You will learn how your company is driving digital development and shaping the future through radical innovations.

**Suited for:** *Top management, executives, innovation managers, product development and marketing*





# 2

## The Power of Vision

Don't be afraid of big ideas

### How to put visionary ideas into practice

**How does such a CV come about? 1987: Police Inspector Hamburger Davidwache, narcotics task force. 1993: Reporter for the Voice of America with access to the closest circle of advisors to US President Bill Clinton. 1999: Chief reporter for Pro Sieben. 2003: Radio program director. 2015: PhD in Economics, author of ten books, entrepreneur und top management consultant.**

By believing in your visions and starting to put them into practice. In this speech – the most personal so far – you will learn how Dr. Jens-Uwe Meyer thinks:

- Don't be afraid of big ideas – just think the thinkable!
- Don't think about what you can't do – but rather about what you will learn!

This speech will encourage you to develop and believe in your visions, to implement them and to be proud of what you thought was impossible.

**Suited for:** *Employees, Specialists and Executives*



# 3

## When in doubt just do it

### From idea to successful innovation

#### Unorthodox Suggestions for Innovation

What happens if you keep analyzing ideas until they become dead boring? And why is there no innovation process for the biggest innovation project in life (love)? When you think about how to turn an idea into a successful innovation, Dr. Jens-Uwe Meyer has a simple tip: When in doubt just do it! Think the unthinkable and start to implement it.

A motivating and entertaining speech for your conventions, client events as well as executive and employee events.

**Suited for:** *Clients, Employees, and Executives*



**Go to video:** Speech at the IT & Beratertag 2014 at the Vienna Hofburg.  
© Fachverband UBIT

# 4

## The winning strategies of innovation champions

Why Innovation Capacity ist the most important skill of the future

### Scientific Findings Presented in an Entertaining and Interactive Way

**What do innovation champions do differently? Why do they regularly achieve innovation success while other organizations find it hard to implement innovation? And how do they develop the most innovative products and services?**

You work towards the most important skill in the markets of the future: your innovation capacity. This speech by Dr. Jens-Uwe Meyer shows how companies can become innovation champions. The mix of sound science, humor and interaction is unique!

**Suited for:** *Directors, Executives, Heads of Innovation*



**Go to video:** *Dr. Jens-Uwe Meyer at the WfL Wirtschaftsempfang Leverkusen 2014*



# 5

## Radical Innovation

### Become a market revolutionary

#### The Speech about the Business Bestseller

Say farewell to progress – companies that want to withstand today's competition have to reach for revolution. They are in need of products that conquer markets that do not exist yet, services that are not considered possible yet and business models that turn the rules of whole industries upside down. Innovations that require brave pioneers instead of administrators dealing with complicated processes.

Radical innovation calls for radical new concepts that make companies more versatile and fearless. These are concepts that need self-starters that do not settle for big ideas disappearing somewhere in the Bermuda triangle of deadlocked structures.

**This speech will introduce you to breakthrough approaches. It will show you how companies can become innovation champions through radical thinking.**

**Suited for:** *Top Management, Executives, Innovation Departments, Product Development and Marketing*



**Go to video:** *Presentation at MDR 2012*



# 6

## Ingenuity is bo Incident!

How to utilize the thinking techniques of the

### Presentation for Employees and Managers

**Where do great inventors, designers and developers get their ideas from?  
How do innovative companies develop new products, business models  
and services?**

You will find out in this speech!

Dr. Jens-Uwe Meyer has been researching the working techniques of Thomas A. Edison – the most successful inventor of all times to date – and published them in two books. You will learn how to develop and implement ingenious ideas systematically and explore how to pluck up the courage for new ideas in this fascinating speech!

**Suited for:** *Employees from all divisions, Executives, Specialists,  
Top Management*



**Go to video:** *Dr. Jens-Uwe Meyer at the SAP Banking Forum 2013*

# Speech Types

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## Keynote

🕒 60 TO 90 MINUTES

### Motivating, Inspiring, Entertaining

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**The speeches of Dr. Jens-Uwe Meyer are a unique blend of excellent know-how and natural intuition for the ease that great speeches require: They are full of real-life projects from his daily work with executives and top managers.**

The mix of information and entertainment has always been a characteristic of the career of Dr. Jens-Uwe Meyer: In the early 90s he used to be the host of a radio morning show and welcomed hundreds of thousands into the day. As a TV correspondent he stood out by his easy way of handling even difficult topics like the Wall Street crisis or the Middle East politics.

### Infotainment by Deepest Conviction

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**During his time as a radio program director and his TV career, Dr. Jens-Uwe Meyer dealt intensively with viewer and listener surveys. He is sure: “Dry information is a thing of the past! People want to be informed and entertained at the same time.”**

This philosophy is very evident in his speeches. They are characterized by entertaining examples, anecdotes and well-pointed punchlines that are worked around scientific content.



# Speech Types

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## Hosted Keynote

🕒 45 TO 120 Minutes

### Combination of Speech and Talk Show

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**Dr. Jens-Uwe Meyer switches roles repeatedly: He introduces the topic with a keynote and forges links between distinct parts of the topic. Experts from the corporation or other divisions are brought in to discuss different theses with the audience.**

**Especially suited for:**

- Strategy forums in which controversial topics are discussed
- Employee events that introduce new priorities
- Congresses and events that aim at including the view of the audience

### Examples & References

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- **Thomas Cook AG:** Top 150 Leader Conference, Kick-off for the Year of Innovations: Discussion about the company's innovation performance
- **Trendforum:** Discussion about new tools of innovation management
- **Rheinenergie:** Top 100 Leader Conference for the re-launch of idea management. Discussion about the best solutions to involve employees
- **Bosch Siemens Home Appliances:** Discussion about future strategies of individual product ranges
- **2bAHEAD Future Congress:** Interactive discussion to create future brands

# Speech Types

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## Interactive Keynote

🕒 60 TO 180 Minutes

### Integrating the Audience

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**The Interactive Keynote is a unique speech between one and three hours that actively involves an audience of up to 250 persons. The participants solve tricky innovation riddles, discuss topics at the innovation speed dating or develop ideas spontaneously with the help of creativity techniques.**

**Especially suited for:**

- Leader conferences dealing with innovation and change
- Client events to establish an innovative image
- Congresses and events that aim at offering content beyond the expected

### Examples & References

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- **Vodafone Germany:** Premiere of the Technology Forum, a networking event for more than 200 experts and managers
- **Faller KG:** Leader Conference: Sensitizing the audience for future market challenges
- **Deutsche Bahn AG:** Developing innovative future strategies
- **DekaBank Client Event:** Developing innovative marketing approaches in cooperation with clients
- **Creativity World Forum:** Innovative Congress: Creating future business models



# Resumé of Dr. Jens-Uwe Meyer

## „One of the leading experts for innovation in Germany“ (FAZ)

When it comes to making corporations more innovative, Dr. Jens-Uwe Meyer is one of the most popular experts. The FAZ calls him “one of the leading experts on innovation” in Germany, the Harvard Business Manager a “top management consultant on disruptive innovation and innovation culture.”

For more than ten years he has provided consultancy services to more than 100 organizations, including well-known DAX companies and international corporations, concerning the development of new products and business models as well as the setup of their innovation culture. He has published 10 books and more than 200 articles in expert journals.

Dr. Jens-Uwe Meyer has a PhD from the Leipzig Graduate School of Management. His doctoral thesis dealt with the innovation capacity of companies. He also has an MBA in Media Management.

His CV is as unusual as his way of thinking. He used to be a police inspector and a member of a narcotics task force investigating heroin syndicates at the Davidwache in Hamburg.

Afterwards he switched to TV production: He worked as a studio manager for the channel Pro Sieben in Jerusalem and Washington, D.C.. As the chief reporter he broadcast live from more than 25 countries. Furthermore, he gathered management experience as the chief editor at the radio channel MDR JUMP and as the program director at the private radio channel Antenne Thüringen.

Today Dr. Jens-Uwe Meyer heads the Master's program for innovation at Steinbeis University in Berlin. He teaches future managers the holistic approach towards innovation management, new management styles and business structures. He is a member of the Scientific Panel of the International Society of Professional Innovation Management (ISPIM).

The speeches of Dr. Jens-Uwe Meyer are full of real-life projects, scientifically founded, interactive and entertaining: A unique mixture of excellent know-how and the intuitive ease that a great speech requires.

**Videos and further information regarding Dr. Jens-Uwe Meyer can be found at [www.jens-uwe-meyer.de](http://www.jens-uwe-meyer.de)**

# Publications

## Books, studies and professional articles by Dr. Jens-Uwe Meyer



### Erfolgsfaktor Innovationskultur: Studie 2014

Increasing pressure for companies: They must become more innovative. And that regardless of the fact, that periods of development grow shorter. This study shows how to succeed this trend.



### Genial ist kein Zufall!

What's the source of ideas, great inventors, designers and developers obtain their inspiration of? This book reveals this secret: Successfully developed ideas come with a system!



### Das Innovationsmanagement der Zukunft

Dr. Jens-Uwe Meyer describes in multiple articles, published by Harvard Business Manager, how innovation will succeed in the future.



### Radikale Innovation

Dr. Jens-Uwe Meyers book shows how companies become innovation winner by going radical new paths.



### Kreativ trotz Krawatte

This manager's guide shows, how innovation culture can be established in companies and teams by the executives.



### Das Edison-Prinzip

Dr. Jens-Uwe Meyer discloses the thinking techniques, that were used by one of the greatest inventors ever - Thomas Edison. Besides he guides you how to adopt these techniques successfully.



### Die Innovationsfähigkeit von Unternehmen

Dr. Jens-Uwe Meyer is presenting the result of his six year innovation research: a management tool for companies, which want to shape future markets with their innovative capability.



### Digitale Disruption

In his latest book, Dr. Jens-Uwe Meyer illustrates how pioneers of digitalization rethink and redefine existing markets. He also gives prospects for the digital evolution of differing sectors.



# Speeches and Press Comments

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## Speeches 2014

Janssen-Cilag GmbH, Akademie Deutscher Genossenschaften, Leipzig Graduate School of Management, Schott AG, Deutsche Börse AG, Siemens, Mainova, Management Circle, Steinbeis School of Management, Infineon, Messe CO-Reach, Euroforum Stadtwerke 2014, Jahrestagung DIB-Forum

## Speeches 2016

Siemens, Zukunftswerkstatt Banken, Zukunftswerkstatt Krankenversicherungen, Bundesverband Deutscher Unternehmensberater, Viessmann, Wienerberger, Alternus, World of Cloud, MVV Energie AG, KELAG, Gambro, CIDEON, reccom AG, Hewlett Packard, Lokalrundfunktag 2016, m:ut 2016, axa, MTAC

## Speeches 2015

Dachser SE, Hobart GmbH, Campustage Tobit Software AG, Thyssen Krupp Stahl Service Center, Fraunhofer FIT, GEVA Jahrestagung, Fujitsu, Energieforen, fair finance Vorsorgekasse, Life Science Nord Neujahrsempfang, Freiburger Mittelstandskongress

## Speeches 2017

Konferenz Unternehmerverbände Ostdeutschland, Jaeger Ausbau, Branchenforum Freier Reparaturmarkt, ISPO München, MELO Group, BMW, Internet World, Universal Robots GmbH, Swiss Post, Captrain, Disrupt 2017, Siemens, DHL, ACTIWARE, Gerolsteiner, E-Kongress 2017, Humanomed, Telekom, Cassini AG

## Press Comments

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***„One of the leading experts for innovation!“***

Frankfurter Allgemeine Zeitung

***„When it comes to taking off the blinders and thinking out of the box, Dr. Meyer is the expert.“***

Hamburger Abendblatt

***„If you follow these strategies, you will realize that you can learn to be creative after all.“***

Berliner Morgenpost

***“Top management consultant on disruptive innovation and innovation culture!”***

Harvard Business Manager

# Contact

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