



Instagram & Twitter

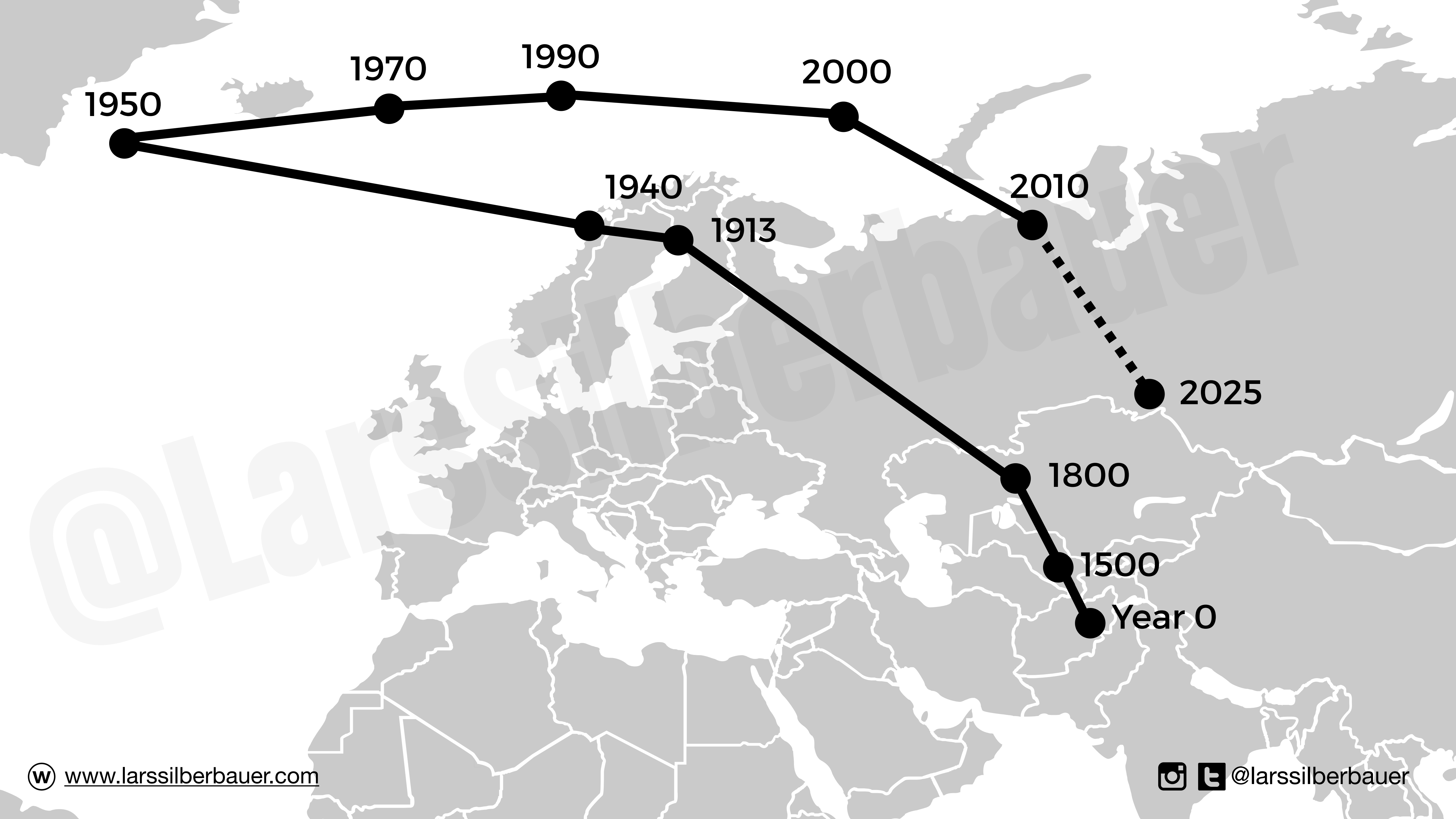
@LarsSilberbauer

www.larssilberbauer.com





Evolution of the Earth's Economic Center of Gravity Year 0 to 2025



The goal is not to be the best at one specific thing!

**The goal is to be the best at adapting to, predicting
and creating change in the digital landscape**

**That is the core competency and the sustainable
competitive advantage that we build**

Social media is nothing
...but a set of technologies that
enhances our social nature

#1 Building together

#2 Pride of Creation

#2 Don't Craft a message Create a Stage

#3 Move at the Pace of the Consumer

**Leadership is not a title
It's a behaviour**

Connect...

Email: lars@larssilberbauer.com

Social Media: [@LarsSilberbauer](#)

Web: www.larssilberbauer.com

