

Lecture Portfolio**Frank Rehme****Innovator Entrepreneur Incubator**

As long-standing Head of Innovation in a globally operating company, Frank Rehme has set national and international milestones in the trade environment. In his own company "gmvteam GmbH" he continues this claim seamlessly. He faces the challenges of the industries in the 21st century with sustainable innovations and concepts.

Trends and changes in society and the economy are just as much his passion as his constant curiosity about people and social structures. Enriched with findings from neuroscience, the gmvteam - together with its customers - transforms holistic approaches into new concepts and results.

In 2014, Frank Rehme founded the "denkubator, the ideas factory", in Düsseldorf with Claudia Lehmann (experienced design thinking trainer): an inspiring creative workshop as a place for innovative idea development. Frank Rehme passes on his experience in many lectures, coaching and mentoring partnerships. He also supports young start-ups as a business angel.

In his private life, he is involved as a curator in the "Culture for Children" foundation, an initiative for the international promotion of talent and ability among children from disadvantaged families.



1. RETAIL-SPECIFIC LECTURES:

From Change of Mind to Change of Commerce: Successful Retail in a Changing Society

Description

This presentation shows in a very clear way the change in customer requirements over the last few years. The shopper no longer fits into any of the classic segments, their behavior is becoming increasingly hybrid.

The retail of the future will no longer only have competing channels as competitors, but increasingly also other leisure activities. The emotionalization of the PoS brings more impulses, the creation of contexts increases the experience value and thus the attractiveness of retail. The resulting change in the market environment and the demise of existing players are examined, as are the possible opportunities for successful change. The latest findings from brain research are translated into practical benefits for the PoS. This is achieved through a very implementation-oriented presentation of the options for action.

The lecture character is very lively with a mix of serious and entertaining passages. The audience is actively involved in the lecture.

Contents

- A 5-decade retrospective: The customer on the way to becoming a professional
- The customer does not think in channels, but experiences inspiring retail concepts
- Neuromarketing excursion: What happens in the customer's brain in the second the purchase decision is made and how do we use that?
- Learning from other industries: How do I strengthen my stationary format through new contexts?

Recommended time slot

At least 35, preferably 45 minutes, very suitable as a keynote.

10 Surefire Recipes for Brick-and-Mortar Retail to Become Obsolete

Description

This presentation uses the so-called headstand method: you describe something that you have to do wrong in order to ultimately learn the opposite. The mood of the audience is clearly positive, as all examples are communicated with a wink. This communicates recipes for success, which are presented using positive examples.

This presentation is particularly suitable for loosening up an otherwise rather dry subject area.

Contents

- How do I avoid a target group-centered range?
- How do I avoid appealing to people's senses?
- How do I create as little experience as possible at the PoS?
- What do I have to do to fail in digitalization?
- For me, AI means "no interest"
- How do I ensure that I am as digitally invisible as possible?

Recommended time slot

25 minutes

Neuropackaging or the Increasing Importance of Packaging

Description

Packaging is the interface between consumer and product, which will become significantly more important in the future. In saturated markets, the demand on packaging to support unique selling points is increasing. In addition to the classic task of transport protection and advertising ambassador, more information tasks and a contribution to impulse purchase support will be added in the future. Packaging increasingly supports the transmission and fulfillment of product promises.

The audience gets a deep insight into decision-making processes when shopping and experiences in the lecture how their own subconscious intervenes in decisions. This lecture addresses both the factual and the emotional level.

Contents

- 5 decades in review: The customer on the way to becoming a professional
- Neuromarketing excursion: What happens in the customer's brain in the second the purchase decision is made and how do we use it?
- Offline vs. online, what does that mean for packaging?
- Learning from other industries: How do I strengthen my stationary format through new contexts?

Recommended time slot

At least 35, preferably 45 minutes, very suitable as a keynote

2. LECTURES ON THE SUBJECT OF INNOVATION:

Aggressiveness 2025: Desire for Change!

Description

Google, Apple, Tesla, Facebook and Amazon: These companies are defining new frontiers in their respective sectors. Courage, speed and, above all, curiosity about the future and technology are the main drivers of these companies. It is often complained that these characteristics have been very much forgotten in Germany.

The lecture shows that it is precisely these characteristics that formed the basis of the German Economic Miracle. It is illustrated how the often negatively viewed developments of digitization and globalization have led to significantly improved living conditions. The lecture changes the negative image of change with a very emotional approach for many listeners.

Contents

- A look at the history of innovations and developments in technology, medicine and society
- What is the DNA of successful companies and organizations?
- Elementary cultural prerequisites of future-oriented companies
- Desire for change by recognizing one's own and social benefits
- Communicating strategies and recommendations for action to proactively shape the future

Recommended time slot

45-60 minutes, very suitable as a keynote or opener for corporate events. Very committed and motivating, without a "Chakka" mode occurring.

Innovation between Hype, Error and Practice

Description

Innovation has been the buzzword of recent years. There is almost no company that has not taken up the cause of this topic. To the same extent, the approaches to solutions that deal with the structuring of idea management and the "formalization" of creativity are increasing. The accelerator in Berlin, the incubator in Cologne, open innovation or your own innovation team? What is the right way?

This presentation will shed light on how ideas can be effectively transformed into innovations in a real corporate environment. In addition, it is shown which obstacles have to be overcome and how to avoid them preventively. Due to the high proportion of experience, it is very well suited for a practical session, accompanied by correspondingly intensive questions about it.

Contents

- The honest look at the difference between the concepts and the practice
- Real implementation experience from 10 years of operational innovation responsibility
- Dos & Don'ts on the way to successful implementation of ideas
- What does the optimal innovation process look like?

Recommended time slot

45 minutes, due to the high impulse factor, there is usually a long discussion period

Digitization between Buzzword Bingo and the Real World

Description

Digitization is the current buzzword of all industries. Many people misunderstand what is actually behind it. Nowadays, the trend is that companies can no longer seem to do without a Chief Digital Officer. Digitization is massively changing the behavior of customers and consumers and thus has an impact on every business model. On the other hand, it can be observed that most companies have difficulties adapting their organizational structures to the new customer scenarios. There is also an increased need among decision-makers to sharpen their knowledge of digitalization. At present, wrong assumptions are still being made and wrong paths are being taken, as many examples from the fields of Industry 4.0, Fintec and Insurtec show.

This presentation will make it clear what digitization and the business models in this area really mean and what effects digitization has on industries in which there is no reaction.

Contents

- Changing consumer behavior and influencing business models
- What are the backgrounds of digital business models?
- Industry 4.0, IoT – How buzzwords lead to wrong decisions
- Practical examples from different industries

Recommended time slot

45 minutes

Departure into the Future: We Need More Outbursts of Courage!

Description

We have to learn that the future is not something that comes rushing towards us, but the result of our daily actions. An extremely positive spirit is conveyed, which shows how to align entrepreneurial action with a successful future. Very entertainingly, practical examples are used to show how to react to trends and find one's way. Using a method (6-6-6), it is shown how to set goals and how to design implementation.

Due to its interactivity and great entertainment value, the lecture is suitable for a keynote speech to start a conference positively.

Contents

- How do we deal with the crises, what effect does it have on us?
- What does the future mean?
- What happens if nothing happens?
- How do you get into action?
- Examples of successful outbursts of courage

Recommended time slot

30 minutes

3. LECTURES ON ARTIFICIAL INTELLIGENCE

AI in 30 Minutes

Description

Artificial intelligence is often a closed book, especially for SMEs. The use of artificial intelligence has the potential to efficiently solve many challenges in medium-sized retail – from the automation of recurring tasks to the improvement of customer service. For many companies, however, the implementation of AI is a deterrent: they think of high costs, complex technologies and long implementation times. But there is another way! The presentation shows how AI can be made operational within 30 minutes to create immediate added value – without much prior technical knowledge or huge budgets.

The presentation will convey that the use of AI does not have to be complicated and expensive. Rather, a simple and cost-efficient solution can make a big difference in a short time – especially for small and medium-sized companies in the retail sector.

Contents

- Don't be afraid of artificial intelligence
- Select and evaluate existing solutions
- Problem: Streamlining administrative processes
- Configuration of a solution live in the presentation

Recommended time slot

40 minutes

Practical Report AI in SMEs: Application Examples in SMEs

Description

For many, the abbreviation AI stands for "Absent Interest". The lecture is intended to ensure that AI stands for "Absolutely In" in the future. This presentation will show practical examples of how owner-managed companies have successfully used AI to optimize their business processes and improve their customer support.

The aim is to make it clear to the participants that artificial intelligence is not an unattainable technological phenomenon, but can also bring significant advantages on a small scale.

Contents

- Why use AI?
- How do you typically proceed in an AI project?
- Procedure for selecting solutions
- 3 practical examples of successful implementations that can be adapted to many SMEs
- What did it achieve? Facts and figures

Recommended time slot

30 minutes