

# dr. florian ilgen

Keynote

## Change it!

How change subconsciously leads to success

**Only transformation and change allow us to grow and achieve success. What prevents change – and how to overcome this obstacle to achieve maximum performance – that's the topic of the inspirational talk “Change it!”**

We humans have always loved routine, what we're comfortable with, habitual patterns of behavior and reaction. The evolutionary purpose is to help us be more efficient and achieve more in less time. “Wonderful!” – you might think... But it's this subconscious sense of security that prevents us from really trying new things and achieving new performance peaks.

The largest obstacle to change – loss aversion – is deeply etched into our subconscious motherboard and prevents us from realizing our full potential. So when change happens, for example, we might fear that our knowledge becomes outdated, which could lower our impact. Our thoughts can become so irrational, that we might fear losing income or even our job.

Participants in this talk quickly realize that loss aversion is not rational and learn about professional, tested methods to master it, even to use it as an inspiration.



[www.florianilgen.com](http://www.florianilgen.com)

“Change it!”, an interactive talk by Dr. Florian Ilgen, shows the audience, why we should learn from children, how to preserve our curiosity and passion and how to use change as a chance for success. Why do transparency and feedback produce better colleagues, and what's the meaning of S.W.A.R.M.? How do you raise the intrinsic motivation of your staff and turn it into an essential success factor for your entire organization?

Learn the answer – together with your audience – and experience an amazing and inspiring mix of entertainment and lecture, where fascination fuses with motivation: **“Change it!”**

### Testimonials:

“An absolutely impressive show, world-class! Florian, you're in a league of your own.”

**Martin Loser**, UBS Switzerland AG

“Our senior executives saw new ways to proceed and were inspired to self-reflect!”

**Matthias Puschert**, RUAG Corporate Services AG

Find more testimonials and references [HERE](#).

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