

Our Offerings at

ZEITGUIDE

by Brad Grossman

ZEITGUIDE MISSION

ZEITGUIDE, your guide to the zeitgeist German for "spirit of the times," keeps leaders culturally intelligent, relevant, and ready for the future.

Our digital content, live classes and development programs, focus leaders on essential themes, inform decision-making and provide context for strategic growth.

ZEITGUIDE'S PILLARS OF FOCUS



**GLOBAL
TRENDS**



**TECH
TRENDS**



**CONSUMER
TRENDS**



**WORKPLACE
TRENDS**

NBCUniversal



VIACOM

Microsoft

WPP



Unilever

**CLIENTS IN
ALL VERTICALS**

SONY



Audi

Goldman
Sachs



Y&R



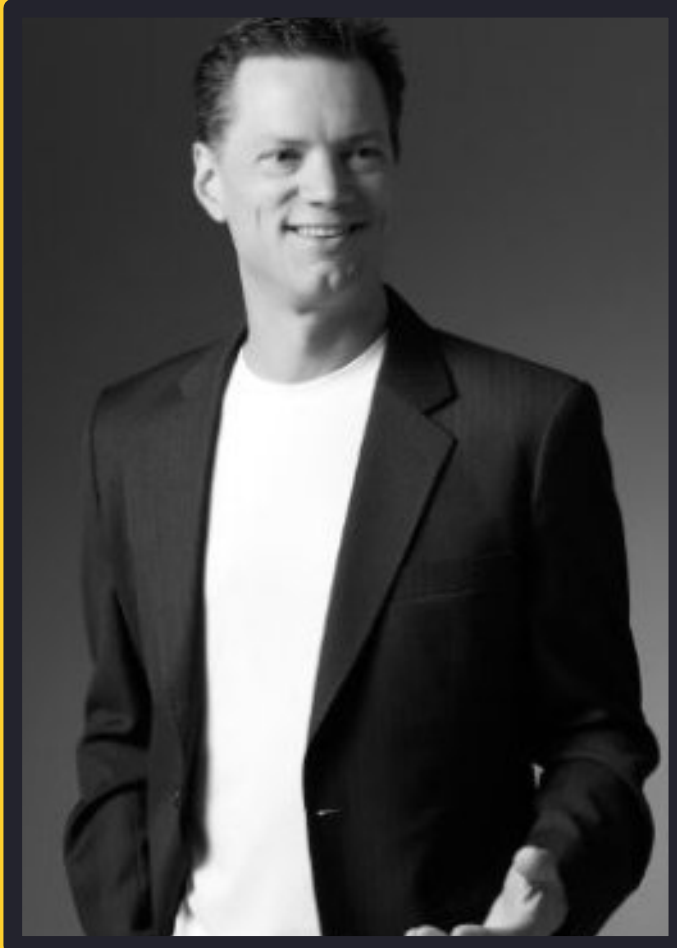
TESTIMONIALS



Bob Iger
CEO of The Walt
Disney Company



Linda Boff
CMO of GE



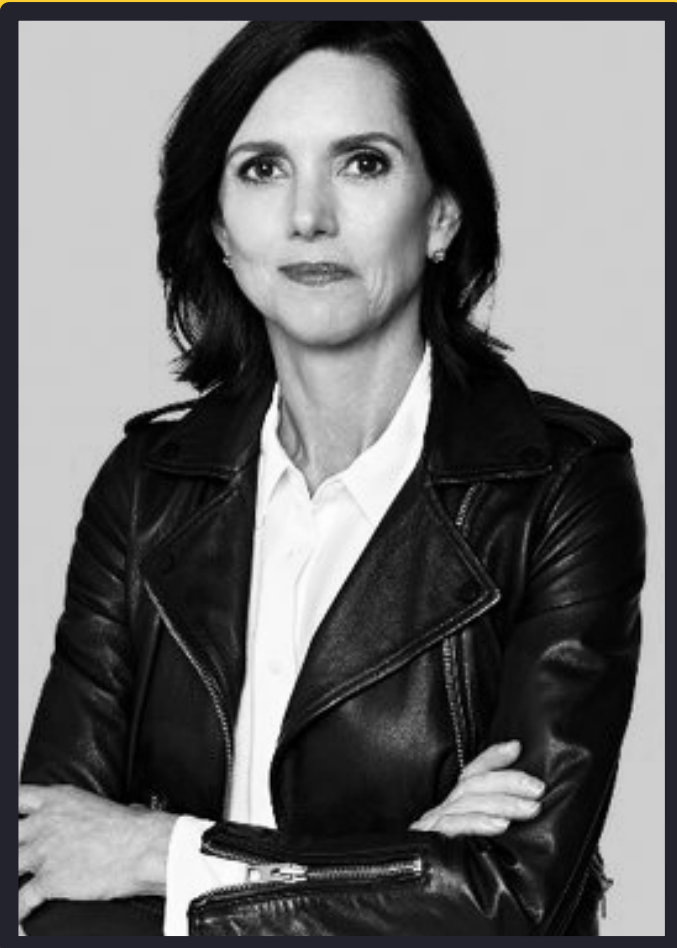
Geoff Walker
CEO, KidKraft. Former
Chief Strategic
Technology Officer at
Mattel



Katia Beauchamp
CEO & Founder of
Birchbox



David Sable
Chairman, YMLY&R



Beth Comstock
Former Vice Chair GE.
Author "Imagine it
Forward"

"ZEITGUIDE is a powerful and provocative tool that promotes relevance in the most dynamic era of our time."

"ZEITGUIDE is your go-to source to know anything quickly and comprehensively."

"I rely on ZEITGUIDE for the speed and accuracy of the insights they deliver on our constantly changing culture."

"ZEITGUIDE is relentless about staying at the bleeding edge of the conversation. A powerful tool for everyone at the mercy of the new velocity of change."

"ZEITGUIDE is a window into our cultural soul. And in our business, there is nothing more important than being able to add insight to the reams of data that flood our senses."

"ZEITGUIDE is the Human CliffsNotes."

PRESS



**FINANCIAL
TIMES**

"Brad Grossman turned a thirst for knowledge into a business of keeping clients up to date on what they need to know."



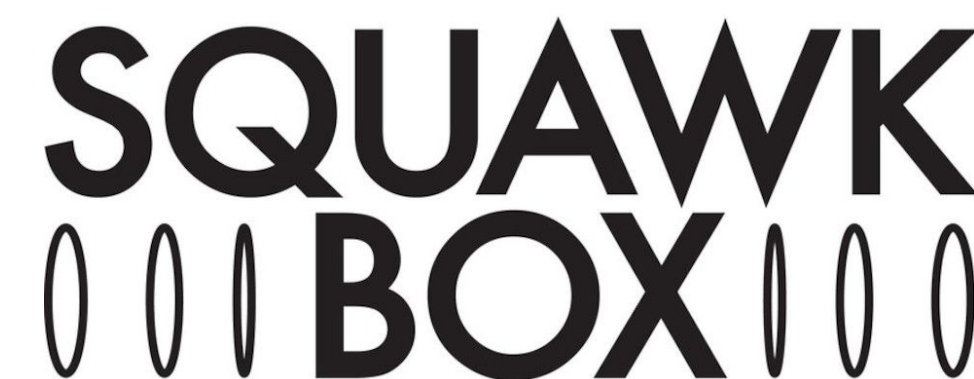
**FAST
COMPANY**

"The secret weapon of the most productive braniacs."



SMM

"The Curiosity Consultant, ZEITGUIDE keeps business executives up to speed on the topics they need to know to stay ahead of the curve and the competition."



CNBC

"The CEO Tutor."

ENTERPRISE
OFFERINGS

ZEITGUIDE OFFERINGS

ZEITGUIDE is a B2B consulting and publishing firm that offers custom L&D (learning and development) programs and content programs for internal education and external thought leadership.

ZEITGUIDE 1-ON-1

For individuals who need to stay up to speed and drive transformation in their businesses and themselves..

GET SMART QUICK SESSIONS

Custom crash courses on need-to-know subjects for small groups.

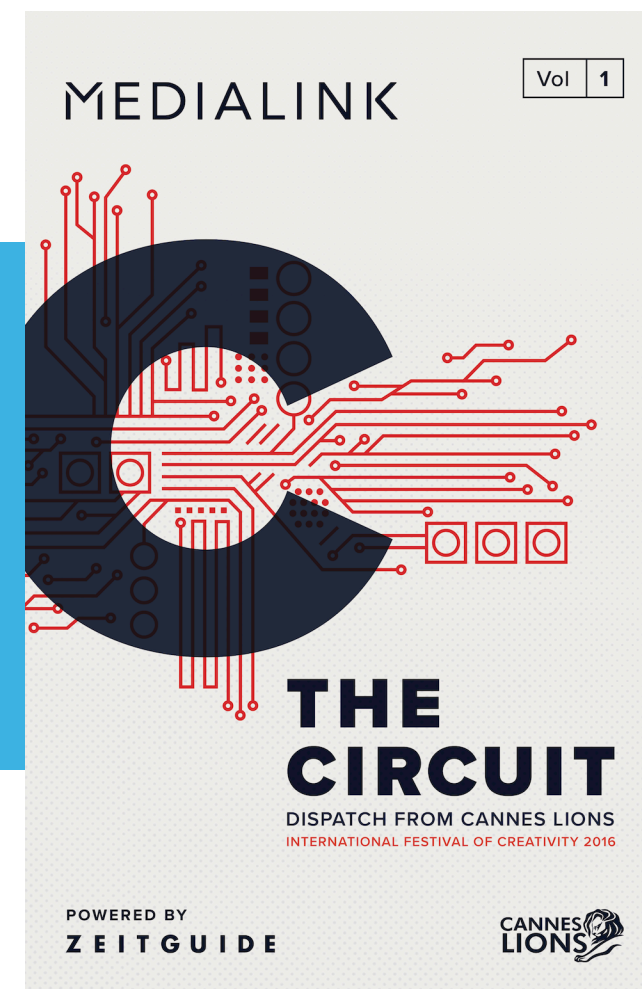
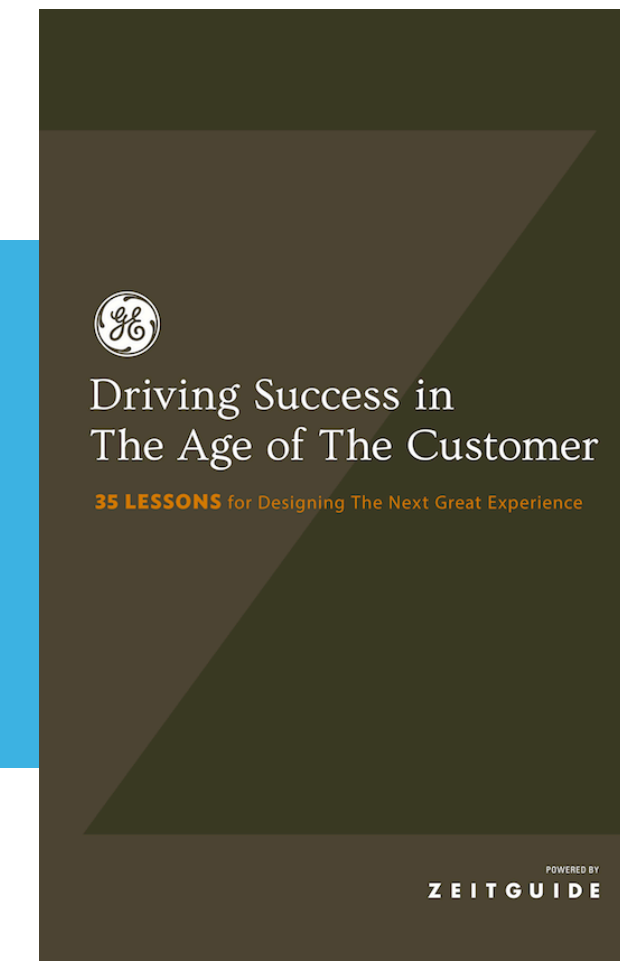
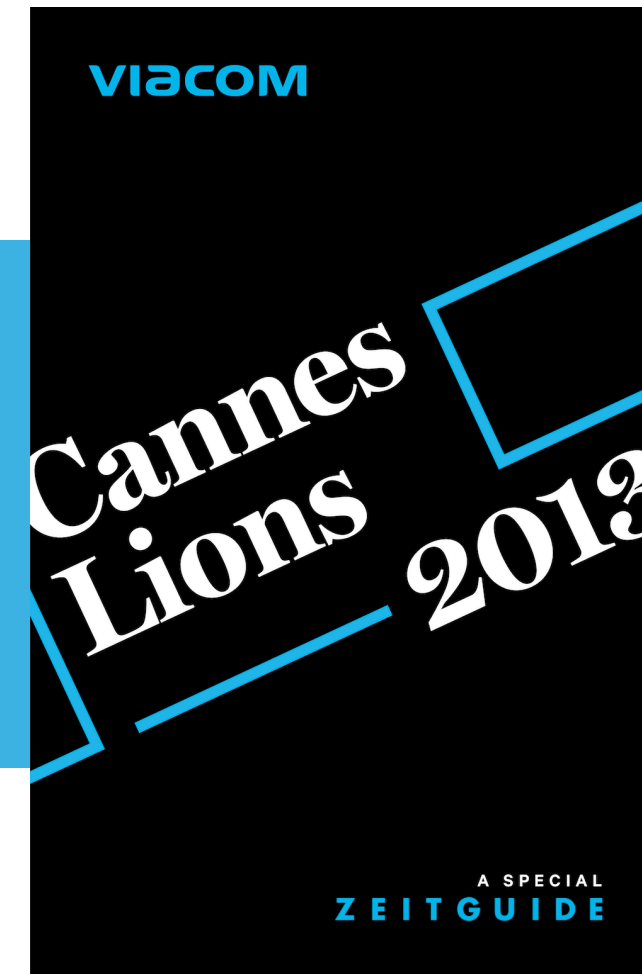
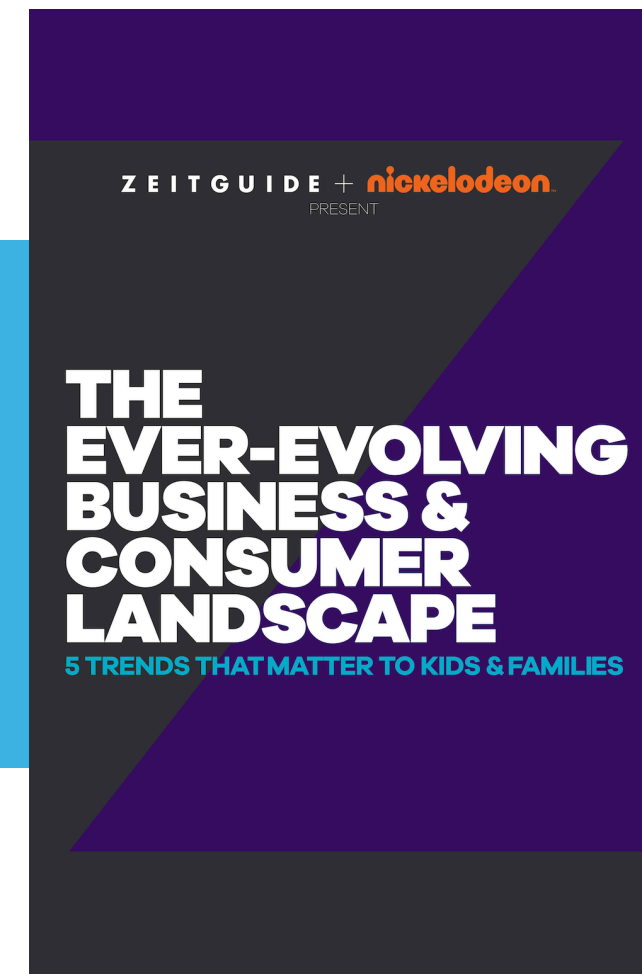
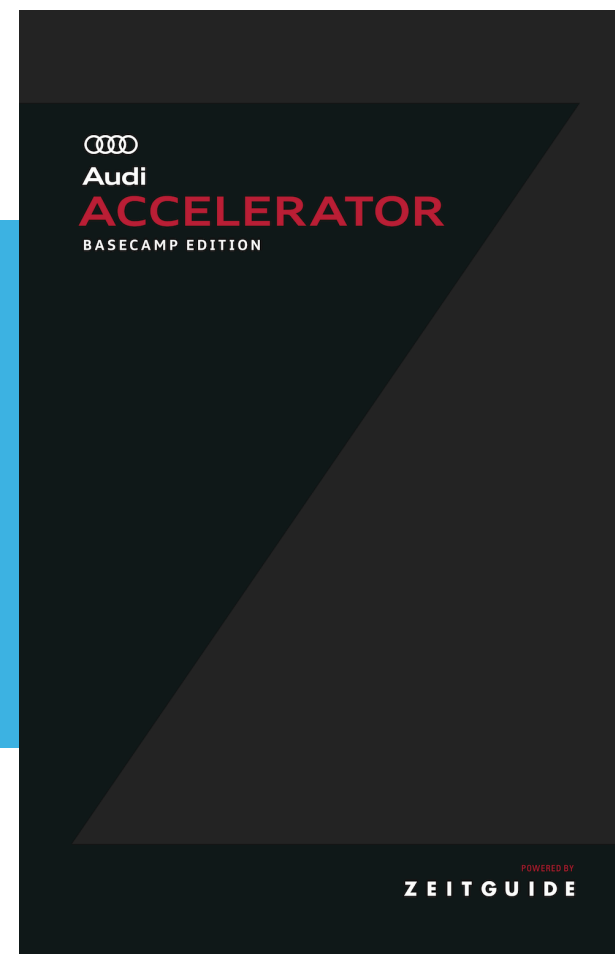
WHAT'S NEXT EXPLORATIONS

Deep dive studies that include next steps for your business to take.

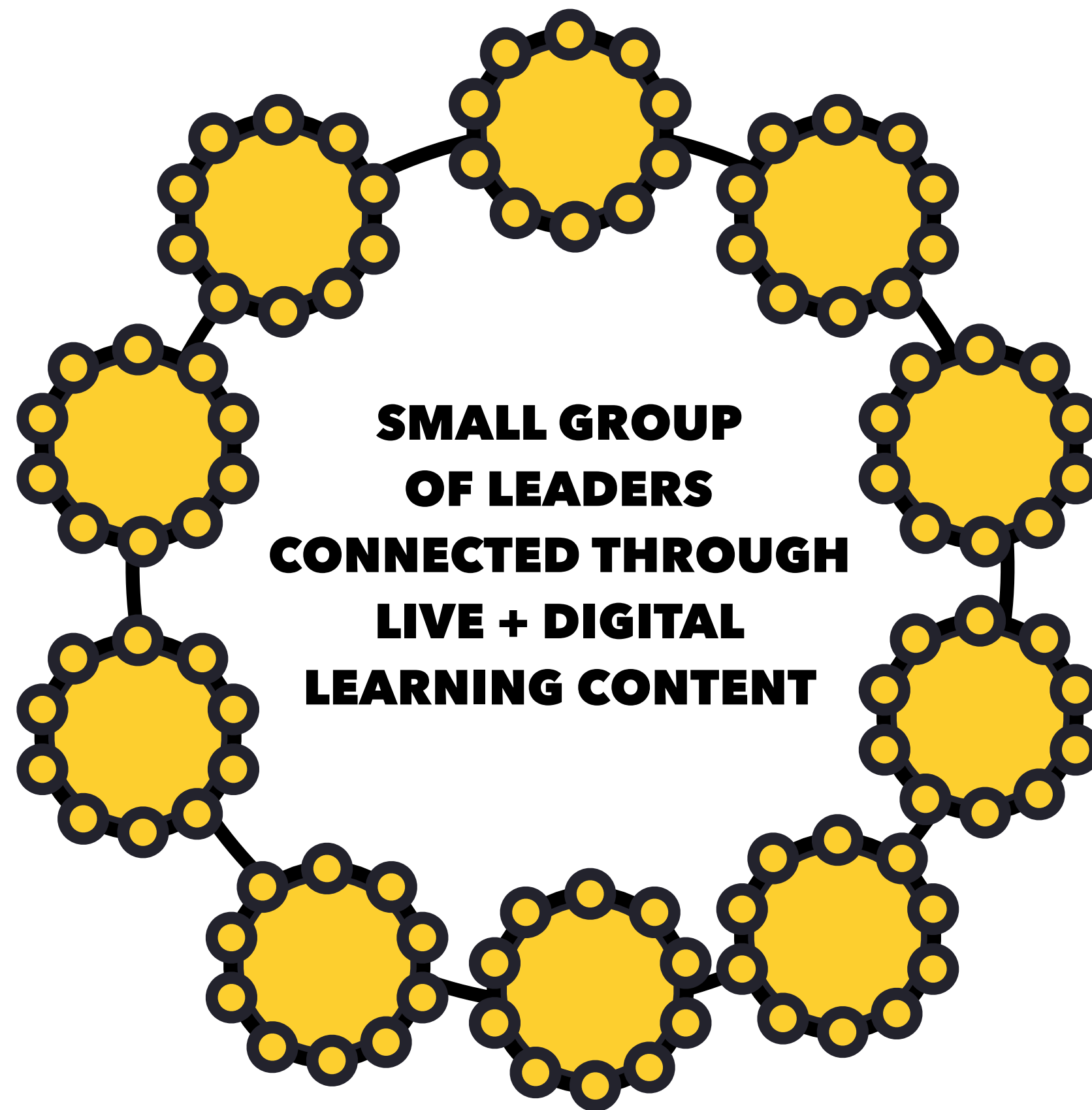
CUSTOM THINK-TANKS

Curated experts from all industries to help you solve specific problems.

CUSTOM CLIENT ZEITGUIDES



ZEITGUIDE COMPANY-WIDE CULTURE CLASSES



**Customized ZEITGUIDE B2C Content for Organizations To Educate, Engage,
and Grow the Organization's Mindset.**

Keeps Everyone Engaged and On the Same Page on the Narrative of Change

ZEITGUIDE SAMPLE CURRICULUM



MENU FOR CULTURAL RELEVANCE

Our most-requested need-to-know subjects ...

Today's Consumer:

- The Direct-to-Consumer Movement
- Customer Experience
- Consumer Behaviors, Trends & Cultural Impact
- Building an Authentic Brand
- Future of Advertising, Retail, Media & Hospitality

Global Growth & Society:

- Local Consumers Across the Globe
- China vs. India
- Climate Change & Business
- Geopolitical Risks
- The Political Brand

Workplace (R)Evolution:

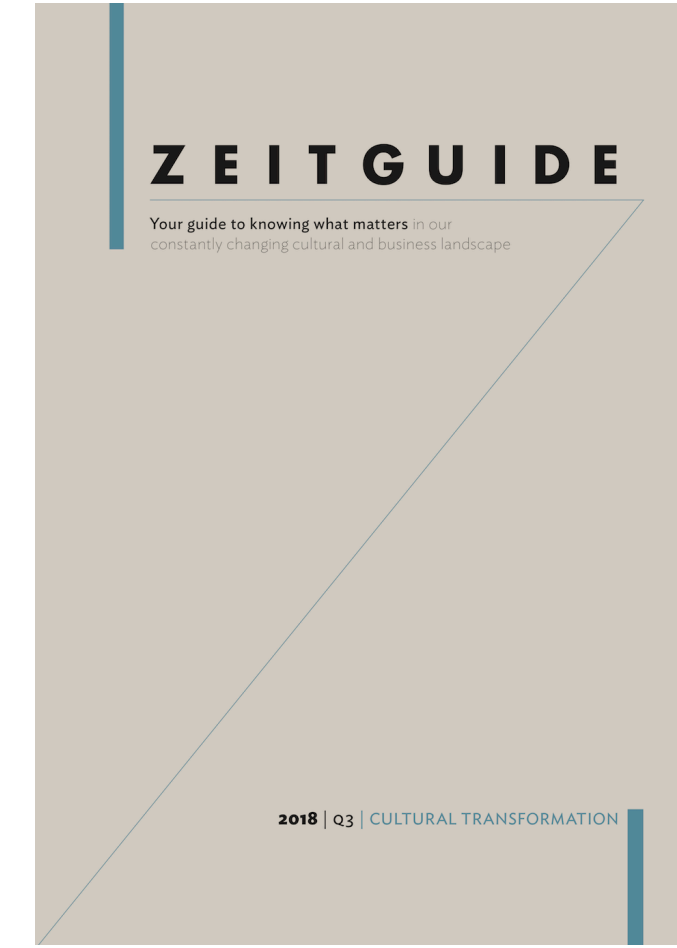
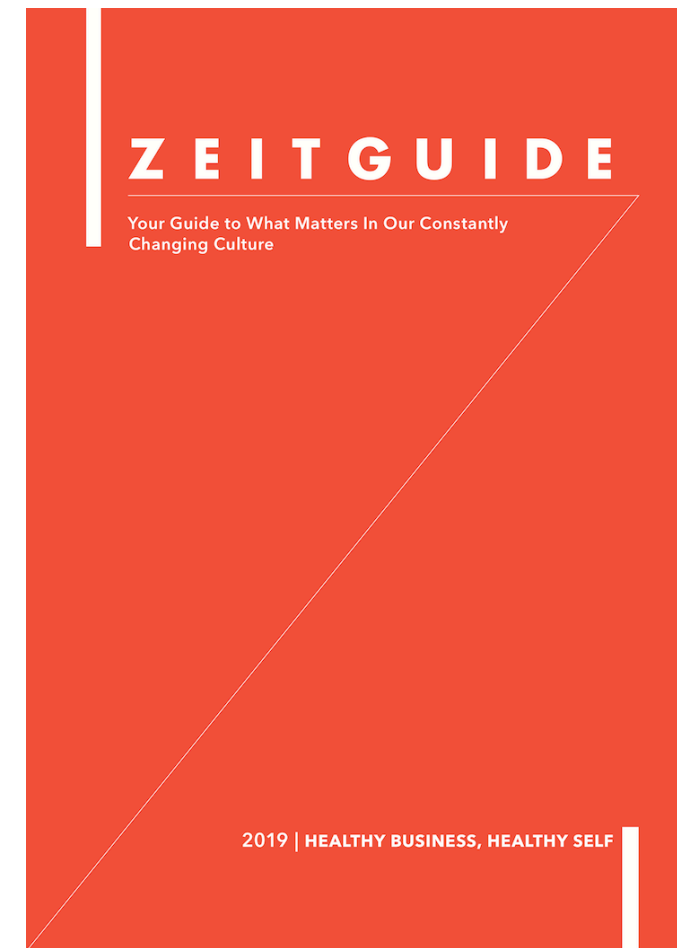
- Inclusion & Subconscious Bias
- The New Leadership
- Team Dynamics & Decision Making
- Workplace Design & Organization
- Employee Experience, Health & Retention

Digital Hygiene:

- AI & Data Automation
- Blockchain, Voice & Other Emerging Tech
- Cybersecurity & Privacy
- The Platform Economy
- Mobile Madness: Email Overload & The Social Enterprise

SUBSCRIPTION
PRODUCTS

ZEITGUIDE CULTURAL ALMANAC



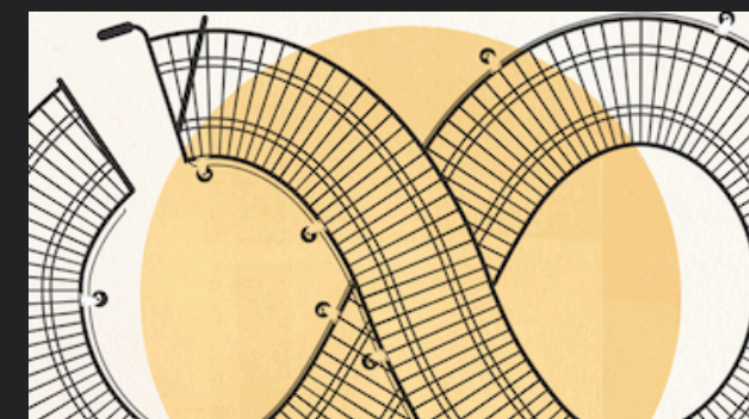
ZEITGUIDE NEWSLETTERS

LATEST CULTURE BRIEFINGS



THANKSGIVING'S TRANSFORMATION

November 16, 2018



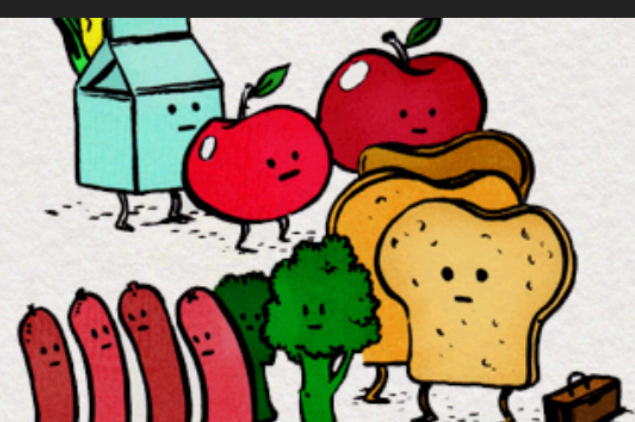
HOW RETAILERS ARE FIGHTING BACK

November 9, 2018



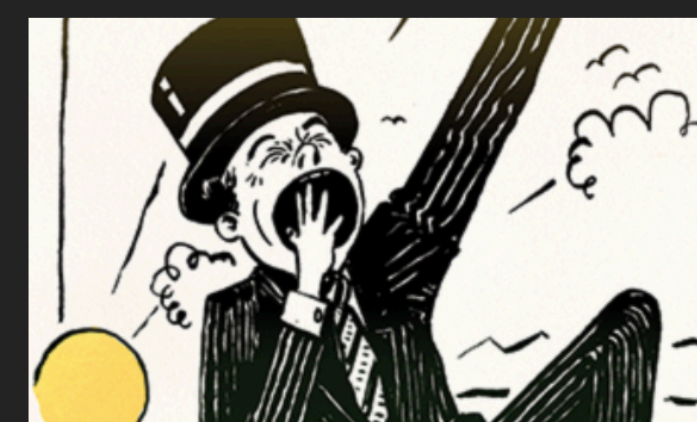
ZEITGUIDE TO THE AI IMPERATIVE

October 31, 2018



ZEITGUIDE TO DISRUPTING HALLOWEEN

October 26, 2018



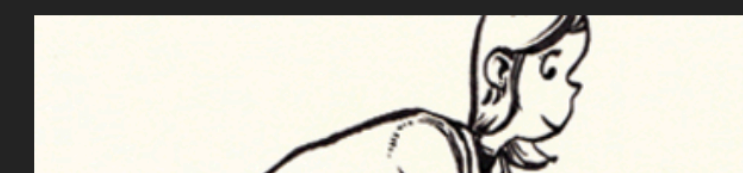
ZEITGUIDE TO THE EMPLOYEE REVOLUTION

October 19, 2018



ZEITGUIDE TO MICRO- MOBILITY

October 12, 2018



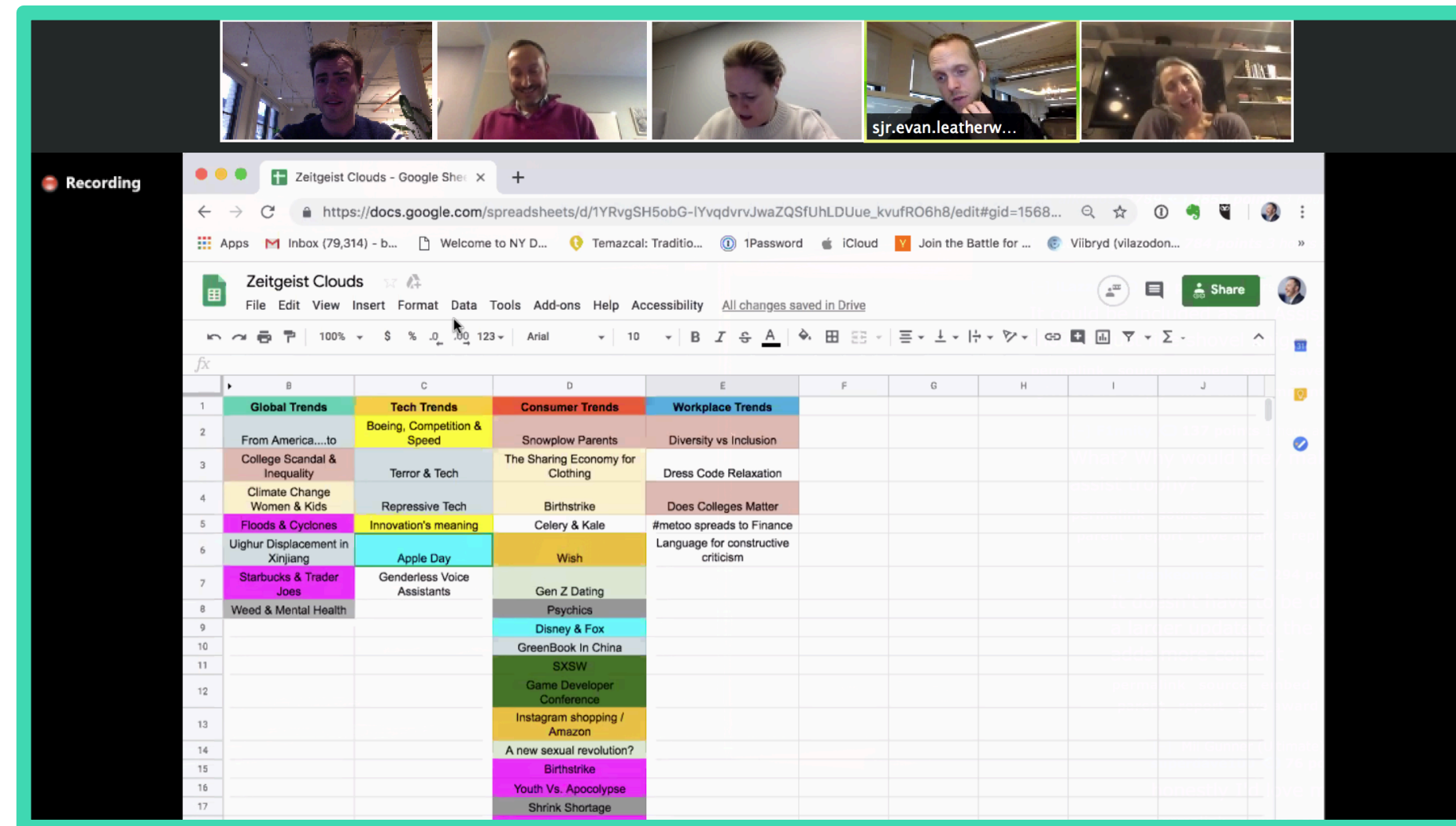
The Sunday Zeitguide

A weekly deep-dive on a need-to-know subject.

CONSUMER
EXPERIENCES

(CAN BE CUSTOMIZED FOR ORGANIZATIONS)

LATEST PRODUCT: ZEITGUIDE CULTURE CLASS



Culture Class' sole purpose is to keep you smart, culturally relevant, and future-proof - and primed with the knowledge to be a "Cultural Leader."

A private Weekly Zoom conference call with the group, access to Zeitguide's curation library/paywalled content, and a daily private podcast to further your cultural curiosity.

ZEITGUIDE CRASH COURSE

CRASH COURSE

WHAT'S ON THE CULTURAL HORIZON IN 2019?

BY CULTURAL FUTURIST
BRAD GROSSMAN



ZEITGUIDE'S PILLARS OF CHANGE



GLOBAL
TRENDS

TECH
TRENDS

CONSUMER
TRENDS

WORKPLACE
TRENDS



WHAT YOU NEED TO KNOW



**A State of the Union of Macro Trends
Or Crash Courses on Specific Hot Button Issues.**

This presentation brings the most recent Zeitguide quarterly cultural almanac to life, which illuminates changes in Global Society, Tech, Consumers and the Workplace.



CONTACT

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