

Build your dreams: Desirable futures





You can not not communicate.

Paul Watzlawik, Austrian Psychologist

Obstacles for the „Great mindshift“

Present bias

We don't do things like that
We've got other problems first

Negative bias

That will never work
We've never done it like this
I've never seen, heard, felt something
like this

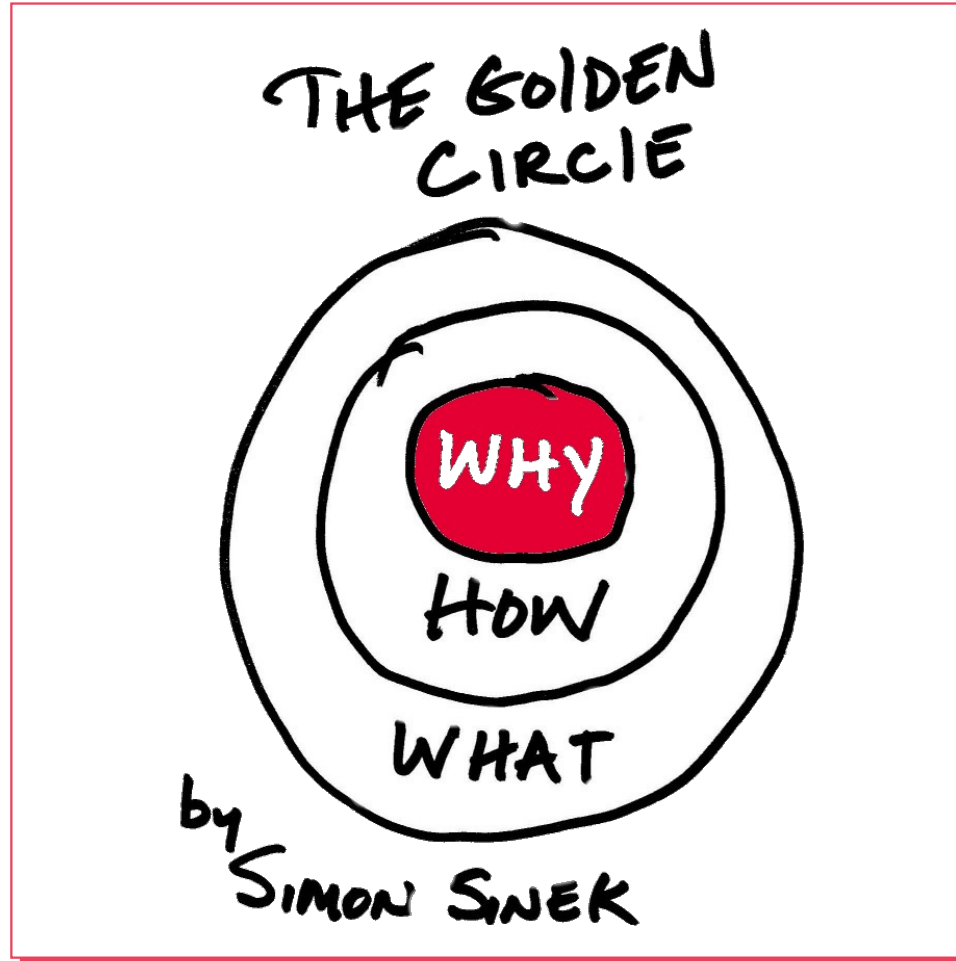
Create images of the „desirable futures“

Imagine

Imagine the better future without any limits
Imagine the solution first

Future vision

Create images of cool summer
Create a different winter frame: fresh, active, real
Create Images of Wellness, health, activity
Create a authentic local identity



**?Who of you thinks,
that Climate heating
is one of our major
challenges?**

Please raise your hand

**?Who of you is convinced
that you have to define a
new market position?**

Nod with your head

**?Do you share the position
that there could be a
better alpine tourism
without ski circus?**

Please stand up

How do you feel?

Good?

Among likeminded people?

In a positive mood for the things to come?

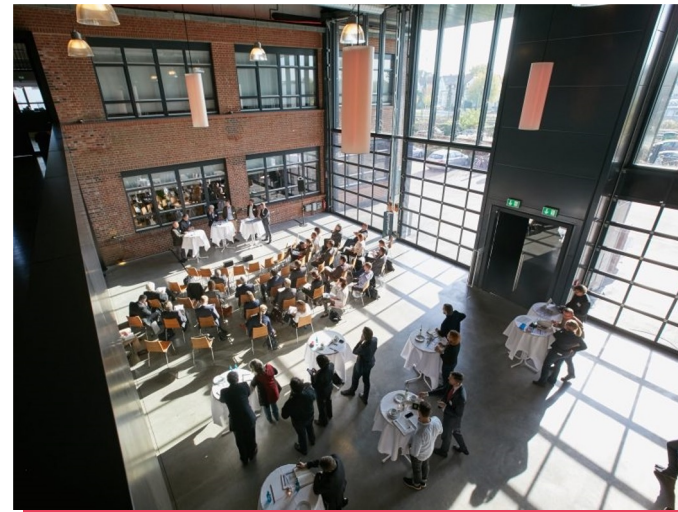
We wins: Do. Feel. Learn.

People are social animals.

That's right for the herd
and in competition.

Physical activity affects your mind.

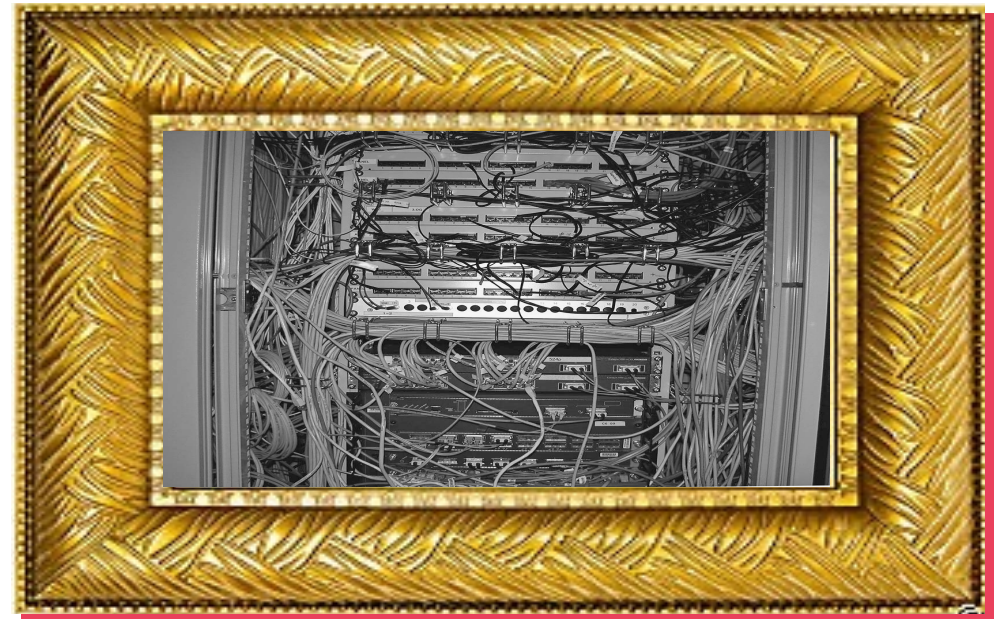
Change begins,
when people talk
to each other,
who share the
same idea.



Framing: Who? What for?

The underestimated programming

Framing: the frame makes the picture





Two Percent of our thinking is a conscious process

Elisabeth Wehling

**Would you undergo
surgery, when mortality
rate is 10%?**

**Would you undergo
surgery, when the survival
chance is 90 %?**





We need „desirable futures“

Lets build your dreams

**Alpine tourism is
winter sports**

**Alpine tourism is fresh
air and beautiful nature**



Achental
eins mit der natur

Suche

Urlaub planen Aktuelles Erleben Sommer Winter Magazin Service


24°C
Donnerstag

Do gäh't's dahi!

Unterkünfte Touren Veranstaltungen Prospektbestellung Webcams



Urlaub ▾ Kulinarik Werfenweng Service ▾ DE Unterkunft



Spaßmobilität

Was Biga, Jet Flyer und Velo-Taxi gemeinsam haben? Die spaßigen Gefährte sorgen für jede Menge Vergnügen bei Jungen und Junggebliebenen. Und: Ihre Nutzung ist mit der Werfenweng Card kostenlos.

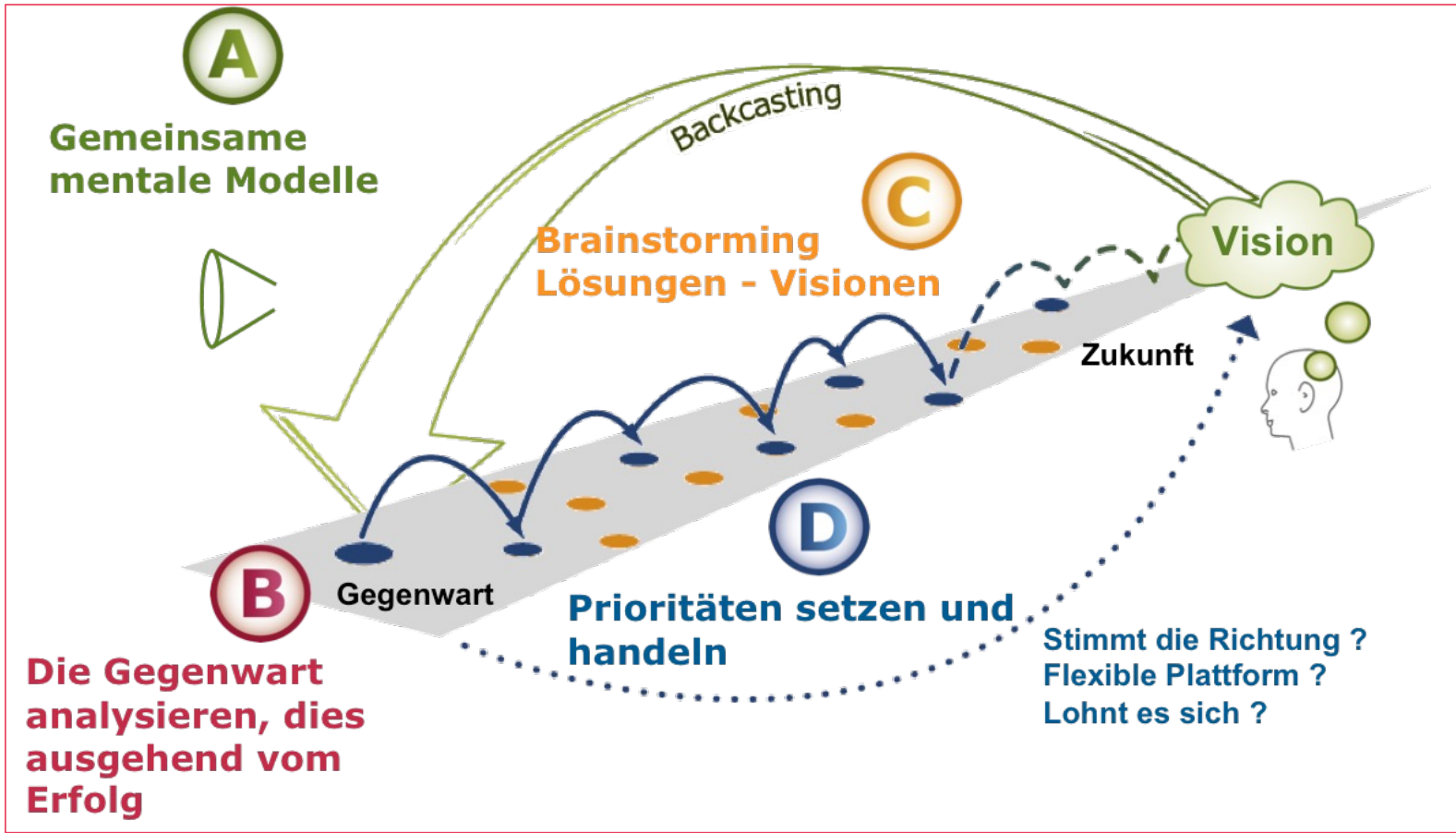
Freizeitpark Wengsee Schwimmen, Sporteln, Sonne tanken



Restaurant Auszeit







How will your Alpine destination look like, when the sustainable transition was successful?

Lets talk about a desirable future



**Sustainability has to be
the party, that is sold out.**

Ed Gillespie, British future scientist.

Thanks for your attention

Michael Adler
CEO

tippingpoints GmbH
Bonn/Berlin

www.tippingpoints.de

