

KEYNOTE · ALEXANDER BAHL

ELON MUSK: MADMAN OR GENIUS?

Genius or megalomaniac? What you can learn from Musk – and what you shouldn't.



TARGET LOCK > VISUAL FEED 01

[REC]

WHAT YOUR AUDIENCE TAKES AWAY

// MODULE 01

01

FIRST-PRINCIPLES THINKING

Instead of copying what exists, Musk breaks problems down to their fundamentals – such as the raw material cost of a rocket. How this way of thinking reveals new, cheaper solutions.

// MODULE 02

02

SPEED AS A STRATEGY

Tesla and SpaceX bet on enormous speed and a high appetite for risk – and transformed the car industry and spaceflight. What carries over into everyday work, and where the limits are.

// MODULE 03

03

THE DARK SIDE OF SUCCESS

Extreme working hours, public controversies, polarising decisions: Musk's leadership style comes at a price. An honest take on what you can learn from him – and what is better not copied.

// MODULE 04

04

A LIFE IN FAST-FORWARD

Grew up in Pretoria, South Africa, and emigrated to Canada at 17. First company Zip2, then X.com, which became part of PayPal. Then SpaceX (2002) and Tesla – right up to his projects today.



Alexander Bahl is a keynote speaker on Elon Musk, SpaceX and the New Space Economy. Elon Musk as a person has always fascinated him – his thinking, his pace and his contradictions. He has spoken at renowned business clubs, at ETH Zurich and at event forums, painting an honest picture between admiration and a critical eye.

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Contact me for your keynote.

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⌚ 45 min 🌐 DE/EN 💰 Fee by arrangement

