



# Magnus Lindkvist

Trend Spotter Extraordinaire



## CSA CELEBRITY SPEAKERS

Magnus Lindkvist is a futurologist who weaves together the most important and exciting current trends to forecast what life, society and business might look like in the future. His talks are a multimedia-infused boost of intellectual inspiration about topics ranging from trendspotting and innovation to the business world of tomorrow.

**"Where the day takes you, that's where you're going"**

### In detail

Magnus is a graduate of Stockholm School of Economics and UCLA School of Film, Television and Theatre and has made a career out of fusing the measurability and tangibility of the business world with the imaginative storytelling of Hollywood. He founded his company Pattern Recognition in 2005 to help companies make sense (and money) out of the future. In 2009, he won the coveted "Business Speaker of the Year" award in Sweden. In 2008, he created the world's first academically accredited course in Trendspotting and Future Thinking at Stockholm School of Entrepreneurship. Magnus is a member of renowned conference TED - technology, entertainment and design.

### What he offers you

Magnus leaves few senses unshaken in his keynote speeches. "With the intelligence of a scientist and the humour of a stand-up comedian", as one listener remarked, "he takes you on a vivid journey that you never want to end." Using measurable macro-trends and applicable consumer insights, he paints a picture of tomorrow's world tailor-made to your particular area of expertise or industry.

### How he presents

Magnus' speeches are a whirlwind of ideas and inspiration that will energise and intellectually refresh listeners using a mix of images, videos, sound and, of course, a world-class delivery of the spoken word.

### Topics

- The World and Your Industry: Portrait of a Bright Future
- Trendspotting and Futurology - How to think ahead and understand a chaotic, uncertain and global world
- Future Possibilities and Possible Futures - A megatrend safari
- "Darwinovation" - How to be innovative in a global, uncertain world
- "The Attack of The Unexpected" - Thinking Ahead in Turbulent Times

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.



Video

### Publications

#### 2013

When The Future Begins: A guide to long-term thinking

#### 2010

The Attack of the Unexpected

#### 2009

Everything We Know Is Wrong: The Invisible Trends That Shape Business, Society and Life