



# Magnus Lindkvist

Trend Spotter Extraordinaire

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

Magnus Lindkvist is a trendspotter and futurologist who weaves together the most important and exciting current trends to forecast what life, society and business might look like in the future. As a writer, Magnus Lindkvist is driven by a relentless curiosity about our mental space where the outside world collides with the human brain.

## 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
- Attack of The Unexpected 2020's
- Setting The (Future) Scene - Getting the Basics About Tomorrow Right
- 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
- Why The Future Begins - Understanding Long-term Change and Progress

## LANGUAGES:

He presents in English.

## PUBLICATIONS:

- 2016 Minifesto
- 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

## 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. With a background as a management consultant and brand strategist, he founded his company Pattern Recognition in 2005 to help companies make sense (and money) out of the future. He has also built a reputation as one of Europe's most sought after speakers on trends, trendspotting and futurology and in 2009, 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.

## WHAT HE OFFERS YOU:

With a uniquely energetic speaking style, his talks are a multimedia-infused boost of intellectual inspiration about topics ranging from trendspotting and innovation to future-living and the business world of tomorrow. Using measurable macro trends and applicable consumer insights, Lindkvist 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.