

Anders Sorman-Nilsson

Anders Sorman-Nilsson is a futurist and innovation strategist helping leaders decode trends, decipher what's next and turn provocative questions into provocative strategies.



Anders adapted to the unique demographics of our audience. His informative and energetic style was a huge hit with our attendees!

Cisco

Anders is a creative thinker who brings to life complex ideas and communicates them in an engaging manner.

Curator, TEDx

As the Swedish-Australian founder of Thinqe, Anders Sorman-Nilsson (LLB MBA) has become a **valued strategist to Fortune 500s and ASX leaders**, converting provocative questions into proactive, predictive strategies. A global thought leader since 2005, Anders works across four continents as a speaker, futurist and author.

With an average of 240 international travel days a year, Anders' view is that the future and 'the now' are converging to disrupt business in a city near you; giving the curious, creative and the courageous a competitive and sustainable edge.

An active member of TEDGlobal Anders has keynoted at TEDx in the United States and Australia, was nominated for the World Economic Forum's Young Global Leader in 2015 and was the keynote speaker at the G20's Y20 Summit in Australia. His presentations are meticulously researched, highly energetic and always fascinating with content tailored to the audience, which is why clients like Apple, Cisco, Mercedes Benz, Hilton, SAP, Gartner and Macquarie Bank have turned to Anders over the years to help them to push the bounds of the status quo -- translating research into valuable foresight and business impact.

Anders is regularly featured in international media including Monocle, Business Insider, Sky News Business, CIO Magazine and BOSS. He has authored two forward-thinking books "Digilogue: how to win the digital minds and analogue hearts of tomorrow's customer" (an invaluable insight into the consumer mindset of the 21st century) and "Thinqe Funky: upgrade your thinking". His exciting new book "Seamless: the futurephile's guide to leading digital adaptation and human transformation" is due for release in October 2016.



my topics....

Seamless Transitions: weaving digital & analogue worlds

The world is filled with friction. Everywhere we go we experience the frictive effects of badly designed "seams." Brands are busily 'digitizing' and adding new channels of communication. But oftentimes, these are merely additive and confusing, rather than integrative and mutually reinforcing.

Smart brands understand that the future of customer service, great customer experience and the creation of raving fans lies in their ability to design seamless transitions between physical and digital channels, and to deliberately and empathetically remove friction from our lives.

In a future of the Internet of Things, Virtual Reality, and Artificial Intelligence, the ability of leaders and brands to go 'seamless' will distinguish the winners from the losers.

In this tailored presentation audiences discover:

- ▶ A futurephile's guide to creating seamlessness for your brand and organization
- ▶ How to think and design to avoid the top frictive mistakes of companies in demise

- ▶ How to use seamlessness to create raving brand advocates and customer loyalty
- ▶ The reasons why leading a seamless transformation inside your organization is a prerequisite for ensuring external seamlessness for your customers
- ▶ How you can develop your brand and social media by telling your company's story in a way that connects with our digital minds and analogue hearts, and why this is increasingly vital.

Digilogue: the convergence of the digital and the analogue

As some organizations careen recklessly into the digital future, others are being left behind. Smart companies are however realizing there is an important middle ground – the Digilogue. A place where digital and analogue converge. Where progressive 'digital' strategies satisfy a customer's mind while the old fashioned 'analogue' practices soothe their hearts.

This customized presentation will provide:

- ▶ Appreciation of the parts of your business that simply cannot go digital
- ▶ Insights into the real customer experience. Those vital touchpoints that thrill them by speaking to their hearts and not their head

- ▶ Understanding of how to develop your digital 'story' in a way that actually attracts business
- ▶ Recognition of why customer service will never be replaced, but is reborn in the Digilogue

Waves of Change: three global trends disrupting your existence

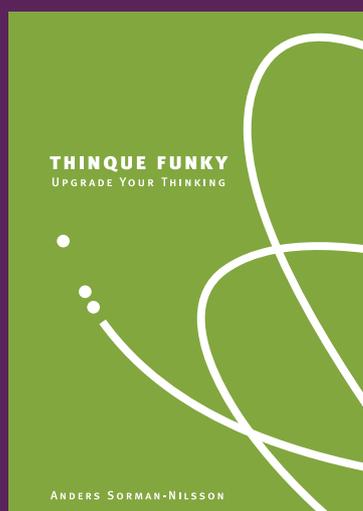
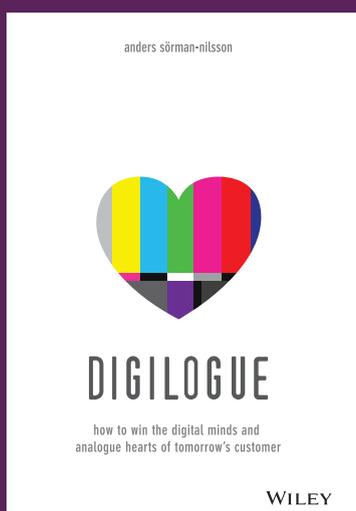
Organizations and teams need to be equipped with strategic foresight for the future and having your finger on the pulse of the marketplace has never been more important. We are operating in a turbo-charged environment that waits for no one.

Waves of Change is a fascinating 'Did You Know?' session that will expand your thinking and shake your people up from ignorance, complacency and apathy. Change is impacting your business today, tomorrow and will continue to do so in the foreseeable future.

In this thought-provoking presentation:

- ▶ Gain insight into the trends behind innovation, generation and communication phenomena that are upending your industry. Harness the important trends and explore how to use them effectively to improve strategy.
- ▶ Anders will help you decode today's landscape and show you how to use digital trends to drive innovation in successful products and services.

my products....



At the US event,
after 2 solid days,
Anders had the entire
audience on their feet
and a room full of 130+
people more engaged
than I have ever seen

Fortune 500,
Pharmaceutical