

Prof. James Woudhuysen

Futurist & Professor of Forecasting and Innovation

"Thinking About the Future"

James Woudhuysen helps clients master new trends in society and innovation, so as to implement major shifts in corporate strategy, marketing, branding and design. He broadcasts about the future of the workplace on Radio 4's *You and Yours*. He is on the editorial boards of *New Design* and the *Journal of Consumer Behaviour*.

TOPICS:

- Energy and Sustainability
- Technology and the Future of IT
- Human Resources, Change Management and the Future of Work
- Agility, Globalisation, Research and Development
- Market Intelligence, Innovation and Brands
- Construction and Housing
- Consumer Leisure and Play

LANGUAGES:

He presents in English.

PUBLICATIONS:

2010	Big Potatoes: The London Manifesto for Innovation
2009	Energise! A Future for Energy Innovation
2006	Computer Games and Sex Difference
2004	Why is Construction So Backward?
	The Globalisation of UK Manufacturing and Services

2003 Play as the Main Event in International and UK Culture, Cultural Trends

IN DETAIL:

A physics graduate and author of several books, James is Professor of Forecasting and Innovation at De Montfort University, Leicester. In the 1980s he co-directed Britain's first major study into the future of e-commerce ('teleshopping' in those days). He then moved to the Henley Centre, Britain's best-known think-tank on EU markets, where he built up the firm's forecasting on the broader future of IT and proposed, in 1992, that the Internet be delivered over TV.

WHAT HE OFFERS YOU:

He offers a highly visual, very witty, but deadly serious alternative to myths about the future of work, consumers and technology. An inspirational opponent of politically correct trends in management and beyond, he spells out what to do and how to do it in controversial but deeply insightful style.

HOW HE PRESENTS:

James is a master at explaining The Big Picture in a way that convincingly suggests What To Do Next. Reinforced by brilliant visuals, he first makes complex issues simple and then makes them sizzle.