

Magnus Lindkvist is an internationally acclaimed futurologist, trendspotter, author and Speaker who challenges audiences to see beyond the obvious. Blending business, technology, culture and human behaviour, Magnus identifies the trends and unexpected forces shaping tomorrow. His distinctive mix of provocative ideas, sharp storytelling and humour makes him a standout Speaker for organisations preparing for an uncertain future.

TOPICS:

- Setting The (Future) Scene - Getting the Basics About Tomorrow Right
- Future Possibilities and Possible Futures - A Megatrend Safari
- The World and Your Industry
- Trendspotting and Futurology
- Why The Future Begins - Understanding Long-term Change and Progress

LANGUAGES:

He presents in English.

PUBLICATIONS:

2026	Poisoned: Why Preparing for the Future Can Destroy Your Business
2025	How to Make AI Useful
2024	The Business of Speaking
2024	The Dare to be Different Book
2023	The Reset Book: How to Bounce Back from a Crisis
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:

For almost three decades, Magnus Lindkvist has helped leaders and organisations understand how emerging trends can transform business, society and everyday life. He created the world's first academically accredited course in trendspotting and future thinking at Stockholm School of Entrepreneurship in 2008 and has since delivered more than 1,000 keynotes internationally. A prolific author, Magnus is known for books including Everything We Know Is Wrong, When the Future Begins, The Attack of the Unexpected, The Future Book and The Reset Book. His latest book, How to Make AI Useful, co-authored with MIT researcher Dr Bryan Reimer and published in 2025, examines how organisations can move beyond AI hype and use technology in practical, human-centred ways.

WHAT HE OFFERS YOU:

Magnus Lindkvist gives audiences more than a conventional trends presentation. His Speaker keynotes connect emerging technology, social change, creativity, business and human behaviour to reveal what they could mean for tomorrow's organisations. He encourages leaders to question assumptions, recognise opportunities earlier and develop the mindset needed to navigate uncertainty with greater confidence.

HOW HE PRESENTS:

Expect a fast-moving, highly visual and intellectually stimulating experience. Magnus combines images, video, sound, storytelling, provocative observations and impeccable comic timing. His self-described approach of "intellectual acupuncture" challenges audiences while keeping them entertained, energised and thinking long after the Speaker leaves the stage.