



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:

- 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

IN DETAIL:

Magnus Lindkvist ranks as one of Sweden's leading international speakers and has been awarded multiple prizes and awards for his achievements. He is the co-author, together with Bryan Reimer, of *How to Make AI Useful*, which explores how artificial intelligence can be applied in practical, human-centred ways to create real value for organisations and society. He has founded and run several companies to help organisations find their way into the future. With his passion for helping businesses to develop, he has also organised training courses to promote a future-focused way of thinking. In 2008, Magnus created the world's first academically accredited course in trendspotting and future thinking at Stockholm School of Entrepreneurship.

LANGUAGES:

He presents in English.

WHAT HE OFFERS YOU:

Magnus has been described as brilliant, insanely funny, engaging and utterly professional. With a great sense of comic timing, he energises audiences as he presents the latest trends. He calls his approach 'intellectual acupuncture' – but however you label them, Magnus Lindkvist's lectures are unforgettable.

PUBLICATIONS:

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*

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.