

Anders Sorman-Nilsson

Global Thought Leader, Futurist & Author

Anders Sorman-Nilsson (LLB MBA) is a futurist and innovation strategist. The founder and creative director of the research and strategy company Thinqe, he helps executives and leaders from Fortune 500 and ASX listed companies to prepare, strategise and take proactive action for foreseeable and unpredictable futures.

An engaging and energetic speaker, Anders' presentations are meticulously researched, highly energetic and always fascinating with content tailored to the audience.

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.

Recognised as a global thought leader since 2005, companies including Apple, Cisco, Mercedes Benz, Hilton, SAP, Gartner and Macquarie Bank have all turned to Anders over the years to help them push the bounds of the status quo, translating research into valuable foresight and business impact.

Featured regularly in international media including Monocle, Business Insider, Sky News Business, CIO Magazine and BOSS, Anders has authored two books, *Digilogue: how to win the digital minds and analogue hearts of tomorrow's customer* and *Thinqe Funky: upgrade your thinking*. His new book *Seamless: A Hero's Journey of Digital Disruption, Adaptation and Human Transformation* is out now.

Anders Sorman-Nilsson talks about:

Seamless: Weaving Digital & Analogue Worlds – The world is filled with friction. Everywhere we go we experience the frictive effects of badly designed “seams”.

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.

This bespoke tailored presentation delivers:

- A futurephile's guide to creating seamlessness for your brand and organisation
- 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

Digilogue: The Convergence of Digital and Analogue - As some organisations careen recklessly into the digital future, others are being left behind. Smart companies are realising 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 sooth their hearts.

Delegates gain:

- Appreciation of the parts of your business that simply cannot go digital
- Insights into the real customer experience, the touch points that thrill them by speaking to their hearts and not their head
- Understanding of how to develop your digital 'story' in a way that attracts business
- Recognition of why customer service will never be replaced, but reborn in the Digilogue

Waves of Change: Three Global Trends Disrupting your Slumber - Having your finger on the pulse of the market place has never been more important. We are operating in a turbo-charged environment that waits for no one. This fascinating session covers the three major forces of change soon to be reaching your shores and will help to shake off organisational 'change apathy' and prepare your team for what's next.

Delegates gain:

- Insights into key trends already upending your industry
- Tools to harness these game changing trends and use to reinvent your strategies
- The ability to decode today's landscape and use it to drive innovation
- How to view change as a wave that can be channeled, rather than a threat

Client testimonials

“ I've never seen such positive feedback on our leadership meetings. People really left energised and engaged!

- *President of Business Unit, Fortune 500 - Pharmaceutical Company*

“ Anders' style is as entertaining and engaging as it is upbeat and informative. From the audience feedback, I know the attendees appreciated your unique take on forces at play in our



global business environment and the personal transformations we must all undergo to remain compatible, effective and relevant!

- CEO & President of Fortune 500 Company, Fortune Magazine's 50 Most Powerful Women in Business, Transport and Defence Industry

“ Excellent, professional, well-structured presentation and good connection to audience, very energetic and engaging.

- Executive Director - Bus Industry Federation

“ Anders provided an engaging and energetic presentation of real and relevant information to the business that could be used in all areas across the business both now and moving into the future!

- Head of Regional Portfolio Management Asia, Fortune 500, Fast Moving Consumer Goods Company

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