

Anders Sörman-Nilsson

Thinque Tank. Futurist. Innovation Strategist. Speaker.

Please contact a GDA agent for information.

Topics

- Business
- Business Growth / Strategy / Trends
- CEO
- Change Management / Organizational Change
- Communication
- Consumer Trends
- Entrepreneur
- Futurists / Trends
- Innovation / Creativity
- Sustainability
- Virtual



About Anders Sörman-Nilsson

Anders Sörman-Nilsson (Global EMBA / LLB) is a futurist and the founder of the think tank and trend analysis firm - Thinque, which provides data-based research, foresight and thought leadership assets for global brands across 4 continents.

The company's vision is to disseminate and decode 'avant-garde ideas which expand minds and inspire a change of heart', and clients like Microsoft, Apple, Meta (Facebook), McKinsey, Jaguar Land Rover, Adobe, MINI, Rugby New Zealand and Lego trust his future guidance.

This Keynote Speaker of the Year award-winner helps leaders decode trends, decipher what's next and turn provocative questions into proactive answers. He has published 3 books on digital transformation and innovation including 'Aftershock' (2020), 'Seamless' (2017) and 'Digilogue' (2013), is a member of TEDGlobal, Entrepreneurs Organization where he is the Sydney Chapter's Leadership Impact Chair, and was nominated to the World Economic Forum's Young Global Leaders in 2019.

He is the author of the Microsoft & Thinque whitepaper "How Artificial Intelligence is powering Australian Retail", the co-creator of the B2B marketing award-winning Adobe Creative (CQ) Intelligence test, and is the host of the [2nd Renaissance Podcast](#) as well as the Entrepreneurs Organization's [Scaling Impact podcast](#). His futurist thinking has been shared by the Wall Street Journal, New York Post, Financial Review, Monocle, BBC, South China Morning Post, Esquire and ABC TV.

Select Keynotes

- **Digital adaptation and human transformation.**

How do you design frictionless customer experiences where customers can seamlessly navigate between digital and analogue touchpoints?

This is the main question Anders explores in this thought-provoking keynote. Emerging technologies such as Artificial Intelligence, Virtual Reality and the Internet of Things are enabling more and more brands to become truly 'seamless'.

This presentation will provide you with fascinating case studies and best practices from smart brands that understand how intelligent technologies can amplify customer service, create compelling customer experiences, remove friction and transform our lives.

THIS BESPOKE TAILORED PRESENTATION WILL PROVIDE:

- ◊ A futurephile's guide to creating seamlessness for your brand and organization
- **How to win the digital minds and analogue hearts of tomorrow's customers.**

As some organisations careen recklessly into the digital future and others are left behind by remaining steeped in the ways of old, thought leaders are coming to realise there is an important middle ground. Most often that's where your customers and clients want you to be, the place where digital and analogue converge - the 'digilogue'. In the digilogue it is understood that digital satisfies a customer's mind while analogue soothes the heart.

KNOWING WHERE THIS PLACE IS DEMANDS:

1. An understanding of the parts of your business that simply cannot be allowed to go digital
2. An intimate knowledge of the customer experience, of the touch points that thrill them, that speak to their hearts and not their heads
3. An understanding of how your organisation tells its story to its public
4. A recognition of the artisanal skill, or customer service, that keeps customers coming back

Every business must know where its middle ground lies, where the old-school artisan meets the efficiency and power of the future. This customised presentation will help your people find where that place is.

• GLOBAL TRENDS THAT WILL DISRUPT YOUR EXISTENCE.

Waves of change are rolling towards us and you'd better be prepared. But how do you spot the waves, or identify what's going on in the market? How do you sense the direction of the currents, or establish what it means for your business? And how do you best position yourself so you're not washed away, or choose a market position and ride the wave?

The WAVES OF CHANGE THREATENING EVERY BUSINESS ARE:

1. Digital Disruption – managing the tension between the analogue and digital touch points
2. Media Madness – realising that every company must think like a media company
3. Data Driven Dominance – working out how to turn data into competitive knowledge

THIS KEYNOTE WILL PROVIDE YOU WITH THE FOLLOWING FORESIGHTS:

- ◆ Which new markets you should target, and how to identify and engage them
- ◆ How to step back and deconstruct your own business model to identify new, non-traditional partnerships
- ◆ How to sort through the data storm to turn customer insight into intelligent and strategic business assets
- ◆ How to build innovation strategy that disrupts your competitors

• 2nd Renaissance: The Flourishing of Human Creativity in the Roaring 20s

The pandemic unleashed the largest human behavior change program at scale - ever. Technology became our lifeline and the platform for our human connection and creativity. While we were hibernating and re-thinking our humanity, our values, and priorities, machines kept learning. They kept learning to do more of the menial and the mundane, so that us as humans could do more of the meaningful and the humane.

The viral circuit breaker combined with technology to ensure both reflective introversion as well as extroversion. We re-discovered our personal and brand purposes, and found new ways to express our humanism. This humanist response echoes the creative explosions during the recovery from previous pandemics like the Spanish Flu and the Black Plague. We are now at the dawn of the 2nd Renaissance.

Learn how:

- ◆ Innovation without sustainability is unsustainable - technology is enabling us to tread more lightly on the planet
- ◆ To win the digital minds and analogue hearts of tomorrow's customers we have to re-design human-centered stories that are digitally verifiable
- ◆ Our zeitgeist has shifted and the conscious consumer is expecting your brands to purposefully transform into the Circular Economy
- ◆ Diversity is driving disruptive innovation and revenue for inclusive companies
- ◆ Creativity is about doing more with less and expressing how your brands are shaping a better tomorrow - one where science fiction is becoming science fact
- ◆ The future will be defined by creatives who are able to combine their creative expression with the power of technology and scalable solutions that win human hearts and minds

• Sustainable Futures: Innovating a World Worth Inheriting

The climate clock is ticking. We have less than a decade to act. Sustainability means meeting the needs of today's generation without compromising the needs of future generations. We now have the green technology to help us boost our productivity while treading more lightly on the planet. There is a good news story in our fight against climate change and it is innovative technology.

But sustainability is about more than just the environment - it encompasses ESG - E(nvironmental), S(ocial) and G(overnance) - or planet, people AND profit - factors which work symbiotically to create companies and cultures which outperform sustainability laggards. There is a Conscious Capitalism movement brewing and the conscious consumer is punishing climate change skeptics. Even Wall St is waking up to the fact that brands who do good are doing well. The smart money is realising that greed is now green.

Learn how:

- ◆ We can have our planetary cake and eat it too by shifting to technologies that are decoupling us from planetary constraints
- ◆ The UN Sustainable Development Goals are a 'creativity within constraints'-catalysor
- ◆ The ROI case for transforming into the Green Economy enables brands to outperform transformation laggards
- ◆ The Circular Economy enables innovative and sustainable business models
- ◆ The Conscious Consumer is demanding you transform your company before regulation forces you to
- ◆ How B-Corp supply chain ecosystems can help you transform at exponential speeds
- ◆ To craft a compelling sustainability narrative that wins both hearts and minds (without shaming your stakeholders)

Select Book Titles

- **2016:** Seamless: A Hero's Journey of Digital Disruption, Adaptation and Human Transformation
- **2013:** Digilogue: How to Win the Digital Minds and Analogue Hearts of Tomorrow's Customer

Select Articles

- [ING Future Focus: Preparing for the digital workforce of tomorrow](#)
- [How Artificial Intelligence is powering Australian Retail in 2020 and beyond](#)
- [Avant Garde Ideas that Expand Minds and Inspire a Change of Heart](#)

Select Testimonials

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*

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

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

