

Frans Johansson

Author of *The Click Moment: Seizing Opportunity in an Unpredictable World*

Please contact a GDA agent for information.

Topics

- Business
- Diversity and Inclusion
- Innovation / Creativity
- Leadership
- Sales
- Virtual



About Frans Johansson

An author, entrepreneur, and consultant, Frans Johansson has spoken to audiences around the world, from the boardroom of large corporations to villages in developing countries. His debut book, *The Medici Effect*, available in 18 languages, shattered assumptions about how great ideas happen, and was named one of the “Best Books on Innovation” by *BusinessWeek* and one of the top 10 best business books of the year by Amazon.com. His follow up book, *The Click Moment*, obliterates the idea that in business you can strategize, plan, and analyze your way to success.

Frans has advised executives and captivated audiences from 30% of the Fortune 100 such as IBM, Disney, Johnson & Johnson, and American Express; as well as startups, venture capital firms, government agencies, and universities around the world. He has been featured on CNN, ABC, and CNBC among others.

Raised in Sweden by his African-American/Cherokee mother and Swedish father, Frans has lived all his life at the intersection. He has founded a software company, an international healthcare firm, and a hedge fund. He has written articles on healthcare, information technology, and the science of sport fishing. Frans earned his B.S. in Environmental Science from Brown University and his M.B.A. from Harvard Business School. He is the founder and CEO of The Medici Group.

Frans lives in Brooklyn, New York with his family.

Select Keynotes

- **Diversity Drives Innovation**

The world is changing fast. People today are more global than ever and move often between many cultures and countries. Companies, cities, and nations must compete on a global basis. In this new order of rising economies and beleaguered first-world nations, diversity is more important than ever for innovation. Frans explains how today's most innovative companies form culturally diverse talent pools and teams as a specific strategy to innovate. These companies have become #1 brand leaders, R&D centers—and very profitable. In this program, Frans clearly and persuasively shows what happens when companies make diversity their most powerful innovation tool

Reinventing Diversity and Inclusion

Johansson calls for a complete overhaul of how an organization delivers on its diversity and inclusion promise. He outlines the steps an organization must take to turn diversity and inclusion into a strategic force. It is a perfect follow-up talk after *Diversity Drives Innovation*.

- **Hypergrowth: Boosting the Engine of Regional Economies**

Johansson demonstrates how his Renaissance ideas have driven regional growth throughout the world, such as medical City in Orlando, startup incubators in Sweden, the economy of Trinidad and Tobago - and how you can do the same in your region.

- **Speed is the New IP**

The shelf-life of traditional IP is trending towards zero. Instead an organization's ability to move fast, respond to changing conditions, capitalize on unexpected success and scale rapidly is becoming the key to future growth. Transform your company and drop the time of executing from 12

months to 12 weeks, even 12 days.

- **The Click Moment: Seizing Opportunity in an Unpredictable World**

Success, we're told, is the outcome of careful planning, analysis, and strategy. But the truth is, success is far more random than we'd like to believe. In fact, in today's complex, volatile, and random world, the five-year business plan is obsolete, and going through the motions can no longer guarantee strong performance. If planning is out the window, what do you have? According to Frans Johansson, look for "Click Moments"—rare opportunities, often serendipitous, to change course. He will discuss how to spot Click Moments and increase their occurrence in our lives, how to place lots of high-potential bets, and how to harness the complex forces that follow into a winning strategy.

- **The Innovative Leader: How to Break out of the Pack**

How do you innovate your business and your career while the demands of non-stop performance are constantly increasing? Johansson will reveal how to rise to the tremendous challenges leaders today face around innovation and standing apart from everybody else. Overcoming the Fear of Failure Even exceptionally capable leaders hold back out of fear that they will fail - and what the consequences of such a failure could be. In this talk, Johansson focuses on what leaders can do both strategically and mentally to overcome this fear and unleash their true potential.

- **The Medici Effect: Ground breaking Innovation at the Intersection of Disciplines and Cultures**

What do goat milk, spiders, and fishing lines have in common? Fiber optics and concrete? Ant hills and architecture? Most of us would assume nothing. But out of each of these seemingly random combinations have come radical innovations that have created whole new fields. In this talk, Frans Johansson takes us on a fascinating journey to the Intersection—a place where ideas from diverse fields and cultures collide, igniting an explosion of extraordinary new innovations. By creating 'Medici Effects,' companies have become global leaders; products and services have yielded huge margins; and the most unlikely of people have outdone the experts in their own fields.

- **The Seven Traps of Innovation**

There are seven traps that can kill any innovation effort. Johansson has worked with over 2,000 teams worldwide to help anticipate and avoid these traps and will share his insights in this talk packed with critical take-away.

Select Book Titles

- **2013:** The Click Moment: Seizing Opportunity in an Unpredictable World
- **2004:** Medici Effect: Breakthrough Insights at the Intersection of Ideas, Concepts, and Cultures

Select Articles

- [Meet the Godfather of Corporate Diversity and Inclusion Efforts, Frans Johansson](#)

"Bridging the connection between diversity, growth and innovation is a recipe for thriving businesses, happy people, and goodness in the world."