Ida Hult

The Ethnographic Futurologist

Ida Hult is an author, futurologist and expert on how humans truly work – what makes us tick and what keeps us going. She has conducted countless large scale ethnographic studies on our understanding of ourselves, our history and the world we live in. Ida shows how an understanding of human behavior and lifestyles can be converted into working business strategies. In her signature hilarious and irresistibly engaging pace she shows her audience the importance of elucidating what people truly need – instead of what they think they need. She challenges her audience in a light and humorous way, full of insightful analyses, creating a space for both laughter and reflection.

Collision Between the Old and the New

Ethnography is a powerful qualitative method that can be used to predict how consumers will act when the old and the new collide. How will we live, work and consume in the future? What needs to change, and how do we do it?

Ida is the expert who, with startling accuracy, spots the areas that organizations need to develop in order to achieve good results. She can show which changes increase profit, especially in regards to customer benefit and resource use. Where are we standing, and which way should we be heading? Ida sees clever solutions where others see problems, and transforms complex challenges into concrete opportunities. She simplifies complicated subjects and makes them approachable for her audience, helping them develop their own understanding.

Drawing on her own research as well as big global studies, Ida provides clear examples for her talking points. This makes the hidden consequences of real-life change appear to her audience – clear, visible and manageable.

Over the course of her career, Ida has been the mind behind unique products and business strategy plans in corporate management. She possesses an ability for seeing new perspectives, tracing our future and spotting trends that is nothing short of brilliant, and shares her observations with astounding clarity. Insightful, enthusing and always at the cutting edge, she helps groups kick their thinking squarely out of the box in a time of rapidly developing digital technology and ever-evolving user behavior.

Ida’s session is tailor made to suit your group and a given hit with any crowd. Everyone who has heard her in person can guarantee it!

Impacting Large Corporations

In 2006 Ida Hult founded Sweden's first ethnographical consulting firm Trendethnography, after which she has worked for Inter IKEA Systems as head of foresight attention-makers. She has held the position of executive advisor and board member for companies such as IKEA, SEB, Ericsson, E.On, Carlsberg, Arla Foods, HSB and The Swedish Institute.

Setting the Future Free

Since 2021 Ida holds the position as Nordic Head of Foresight and Insight at If Insurance, one of Sweden's largest insurance companies. She has written the book *Ärvda svar* (eng. Inherited Answers, available in Swedish) which centers around how inherited answers in our lives impact us. In this book she wants to throw the shackles of what keeps holding us back from practicing our imagination such as old truths, worn down words and thoughts already thought. The future is not a destination but a creation!