

# MAGNUS LINDKVIST

## Trendspotter Extraordinaire

Magnus Lindkvist is the futurologist, author and trendspotting phenomenon who delivers profound keynote performances shot through with subversive humour.

He 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.

For almost three decades he has been performing all over the world, enchanting audiences with his research into the trends of the future.

## The ideas driving humanity onwards

It is not easy to communicate curiosity and the intellectual challenges we face. It is even harder to do so in a way that is hilariously funny. But Magnus manages it effortlessly.

He is the Swedish futurologist who knows the world like the back of his hand. Having delivered over a thousand keynotes in the last three decades he has impressed and enlightened everyone from CEOs of global companies to civil servants in the Middle East. He has received numerous awards and his performances and books are widely praised.

Ideas are central to Magnus' lectures. How they clash. How they change the way we work, create and live. The ideas that drive humanity onwards, creating future possibilities and possible futures. These are serious subjects – but with his wry humour Magnus masters the art of letting opposites collide, creating a magical lecture that changes the way you think and create.

Magnus always engages with the client and tailors his shows to your needs.

## Qualitative insights, imaginative storytelling

Magnus Lindkvist has published a number of books on the theme of the future, creativity and trends. In the upcoming book *The Reset Book: How to Bounce Back from a Crisis* (2023) Magnus provides insights, tools and solace for any person or organization seeking to reset and bounce back. In *Minifesto* (2016), he celebrates small ideas and explains why they are so important in a world obsessed with major narratives. In 2021 he and Swedish music journalist Jan Gradvall released *Creative Friction* (available in Swedish) in which they draw on the history of popular culture to explore what unites creative people.

With a Master of Science in Business and Economics from the Stockholm School of Economics and a degree in film production from UCLA, Magnus Lindkvist weaves his qualitative insights with the imaginative storytelling style of Hollywood. He does not just learn and teach about how creative clashes happen – he is the living embodiment of the method.

## Future possibilities, possible futures

Magnus Lindkvist ranks as one of Sweden's leading international speakers and has been awarded multiple prizes and awards for his achievements. In 2020, together with the music journalist Jan Gradvall, Magnus started the podcast Gradvall+Magnus, in which they discuss music, creativity and the creative process. He has founded and run several companies to help organizations 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.