

# Anders Sorman-Nilsson

Founder - Thinqe  
Author of *Digilogue* and *Seamless*

A futurist and innovation strategist who helps executives and business leaders decode trends, answer disruptive questions, and strategise for foreseeable and unpredictable futures

# ANDERS SORMAN-NILSSON

his thoughts

**A futurist and innovation strategist who helps executives and business leaders decode trends, answer disruptive questions and strategise for foreseeable and unpredictable futures**

Anders Sorman-Nilsson is the Founder and Creative Director of Thinque, a research company based in Sydney and Stockholm. His unique global perspectives have been helping leaders, teams, and business owners around the world make sense of, and harness, disruptive trends in innovations, generations and communications.

Anders is an active member of TED Global and has keynoted at TEDx in the USA and in Australia. He was nominated for the World Economic Forum's Young Global Leader in 2015. He was also the keynote speaker at the G20's Y20 Summit in Australia.

Since 2005, he has spoken to audiences of Fortune 500 executives across four continents.



# ANDERS SORMAN-NILSSON

his books

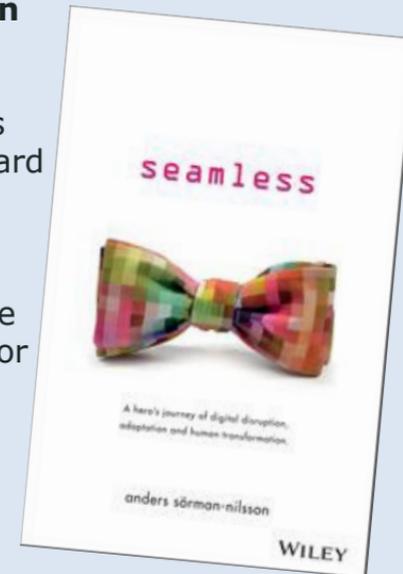
## ***Seamless: A Hero's Journey of Digital Disruption, Adaptation and Human Transformation***

**Achieve brand success with smarter change management and seamless transformation**

*Seamless* is a guide for transforming your brand and heroically taking your business into the future. Customers are sick and tired of the inconvenience, friction, arrogance and grating seams they experience on their customer journeys caused by brands undergoing awkward and haphazard change. This book shows you how to remove the external and internal seams for a smooth transition between marketing channels, to provide a transformative customer journey.

The future doesn't unfold neatly — in fact, it's often a disruptive slap in the face. *Seamless* is the key to a successful business future, and this book shows you how to make seamlessness work for your company, starting today.

- Design away the friction with transformative customer experiences
- Weave disparate channels and parts of a brand together into a seamless whole
- Take an integrative, rather than additive, approach to communications
- Achieve the highest level of customer intimacy, the key to customer loyalty
- Drive seamless change inside your organisation by designing journeys of constant adaptation



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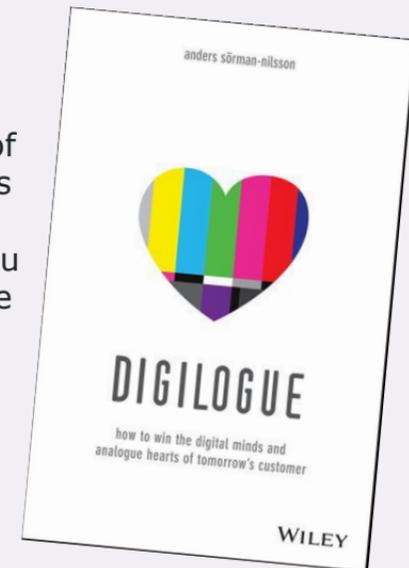
## **Digilogue: How to Win the Digital Minds and Analogue Hearts of Tomorrow's Customer**

**How to leverage the enduring human need for analogue experiences to attract and retain more customers in a digital world.**

Anything that can be digitised will be digitised. But can the digital-connect ever really replace the personal touch? Is word-of-mouse always more effective than word-of-mouth? And what of customers' enduring need for analogue experiences (think analogue watches, paperback books and multiplex movie theatres, for example). In your rush to embrace your customers' digital mind are you ignoring an equally valuable asset: their analogue heart? Better yet, how can you leverage the analogue heart to provide your company or brand with an unbeatable competitive edge?

The answer, according to internationally acclaimed futurist, Anders Sormon-Nilsson is Digilogue — the 'translational sweet-spot, the convergence of the digital and the analogue.'

A book that will revolutionise how you do business in a digital world, Digilogue provides powerful insights, strategies and tools to help you provide value to digital minds, while connecting with analogue hearts.



# ANDERS SORMAN-NILSSON

## Speaking topics

***Waves of Change:*** *Change doesn't care whether you like it or not. It happens without your permission*

Global trends that will disrupt your existence:  
Digital Disruption – managing the tension between the analogue and digital touch points  
Media Madness – realising that every company must think like a media company  
Data Driven Dominance – working out how to turn data into competitive knowledge

### **Key Takeaways:**

- Which new markets you should target, and how to identify and engage them
- How to step back and deconstruct your 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 an innovation strategy that disrupts your competitors

***Digilogue:*** *Don't throw the analogue baby out with the digital bathwater*

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, steeped in the ways of old, 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 digilogue, it is understood that digital satisfies a customer's mind while analogue soothes the heart.

### **Key Takeaways:**

- An understanding of the parts of your business that simply cannot be allowed to go digital
- An intimate knowledge of the customer experience, of the touch points that thrill them, that speak to their hearts and not their heads
- An understanding of how your organisation tells its story to its public
- 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.

# ANDERS SORMAN-NILSSON

## Speaking topics

***Future Thinking*** – You and your leaders need a thinking strategy that enables you to stay on trend, to adapt with the times, and successfully navigate a constantly shifting business landscape.

The world has changed and it's a little out of whack. Organizations and leaders are struggling to find their bearings, and many feel overwhelmed by the changes they are facing. Globally tidal waves of new ideas and thought currents are smashing old-school thinking to smithereens. You and your leaders need a thinking strategy that is as flexible as a GPS, and that enables you to stay on trend, to adapt with the times, and successfully navigate a constantly shifting business landscape.

### **Key Takeaways:**

- Spot disruptive trends, feel the underlying currents of change, and position their ideas successfully
- Create future scenarios and future-proof your company based on their observations and thinking
- Successfully ride disruptive innovation, generation, and communication trends

***Seamless: Consumers crave seamless transformation - indulge their digital minds while connecting to their analogue hearts.***

Digital adaptation and human transformation. How do you design frictionless customer experiences where customers can seamlessly navigate between digital and analogue touchpoints? 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.

### **Key Takeaway:**

A futurephile's guide to creating seamlessness for your brand and organization.

# ANDERS SORMAN-NILSSON

## key facts

Currently ...

- Founder and Creative Director, **Thinqe**
- Professional **Speaker** and **Advisor**
- Author of *Thinqe Funky*, *Digilogue*, and *Seamless*

Formerly ...

- Was the Chief Strategy Officer for **George Sörman**, Stockholm's longest running family-owned and operated haberdashery.
- Formally trained as a lawyer.
- He holds a BA in International Relations and an LLB in International Law from the **Australian National University**
- Gained an MBA from **Sydney University**.
- Born and educated in Sweden, but now lives in Sydney, Australia.

Flies from **Sydney**

Speaks to audiences around the world, addressing conferences, client forums and management meetings



## Sample speaking topics:

**Waves of Change:** global trends that will disrupt your existence.

**Digilogue:** that perfect place where the digital meets the analogue.

**Seamless:** weaving the digital and analogue worlds

**Future Thinking:** staying on trend, adapting with the times, and successfully navigating a constantly shifting business landscape.

# ANDERS SORMAN-NILSSON

## what people say

Anders was *outstanding* and a *highlight of our event*. He narrated an exciting array of relevant, thought-provoking topics that really resonated with our audience. He was *entertaining and engaging*, but crafted *great alignment* between his content and our event's key messaging

Michael Perez, Director & Global Client Executive, **Cisco**

Anders did an *impressive job* of making sure our delegates were able to understand how the business world is evolving and how they should keep up with *current technology trends* and devices. He was able to do this through sharing his family's business story through the presentation. Our crowd is a mixture of young and old and he was able to remain *relevant* for both audiences.

Kathryn Creech, Head of Events, **Harcourts International**

As always, your presentation was *compelling, entertaining and thought-provoking*, and you also managed to capture the EFTPOS message perfectly.

Managing Director, **EFTPOS Australia**  
thought-provoking ▪ lively ▪ entertaining



### Useful links for Anders Sorman-Nilsson:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Video Channel >> [Watch Videos](#)



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