



FREDRIK HÄRÉN

Entrepreneur, Author and Speaker
on Creativity and Innovation

*"One of the most talked-about names
in the field of Ideas Generation and
Business Creativity and one of the
World's most global speakers"*

FREDRIK HÄRÉN

his thoughts

Fredrik is the **master of ideas generation** and **business creativity** and has inspired audiences in 60 countries on 6 continents. He is the author of nine books, the most famous being *The Idea Book*, an inspired concept and an example of how you can combine two existing things to be 'innovative'.

Creativity is more than just creating - it is about turning what you create into a **successful and sustainable business model**.

Developing World shows us that in a world which is changing at a swift and furious pace, traditional knowledge is fast losing its value. **Our world stands on the brink of an ideas explosion**. Our ability to absorb new knowledge and come up with new ideas - and to make them come true - is increasingly critical. Talking about the problems many organisations face today adapting to this speed of change. He shares what we can all learn from people who are the best at adapting. He encourages us ask ourselves; what are the advantages of living in a '**developing world**,' working for a '**developing company**' and being a '**developing person**.'



Fredrik Hären spent 3 years interviewing more than 200 people in 20 countries around the world in order to answer some key questions for his book *The Developing World*.

He has now recently interviewed around 75 companies' chief executives for his latest book, *One World One Company* to find out what it really takes to be a truly global organisation

FREDRIK HÄRÉN

his latest book:

Fredrik is the author of nine books; the best known are *The Idea Book*, *The Developing World* and most recently released, *One Company One World*, a collection of over 75 interviews with company CEOs around the world.



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In this book, Fredrik argues that **best way to handle the future** is for companies to **become global in their mindset**. He explains the difference between being an "international" or "multinational" company versus **what it means to be a "global company."**

Globalisation is nothing new. What is new, however, is the way many companies are evolving, many now reaching the **tipping point to becoming truly global**. Something just happened in the last 3-5 years which has changed the way companies look at themselves. The rapid growth of Asia, the decline in growth within the "home markets" of Western companies, increased globalisation etc... has now led to **a new push** for companies to not only *talk* about being global, but to actually start organising themselves in a new way.

Fredrik's book is about **how the most successful companies have been able to make this transition**, what other companies can learn from this, and the challenges that will be faced in going truly global -- and the dangers that loom for those who do not.

FREDRIK HÄRÉN

key facts

Currently ...

- **Entrepreneur & Professional Speaker** – co-founder of The Interesting Organization
- **Author & Speaker** on creativity and ideas generation and on what it takes to be a truly global person in a truly global company

Formerly ...

- Author of ***One World One Company***
- Author of ***The Developing World***
- Author of ***The Idea Book*** one of the **100 Best Business Books of All Time** selling over **200,000** copies in **60** countries in **15** languages
- **Speaker of The Year** in Sweden in 2007
- **One of Sweden's Top Ten Speakers Ever**

Flies from **Singapore**

- Author of **nine books** - delivered over **1,500** speeches in over **60 countries** across **6 continents**
- Speaks to audiences around the world, addressing conferences, client forums and company off-site leadership development meetings



Sample speaking topics:

Business Creativity. The importance and value of embracing new ideas. An inspiring and motivating talk that encourages creativity and innovation.

The Developing World. Rapid changes in the world today will lead to an explosion of ideas. What will this mean to businesses and how do individuals become part of this truly developing world?

One World, One Company: How the most successful organisations can achieve success by becoming truly global companies, not just international ones.

FREDRIK HÄRÉN

what people say

*Our event was a **huge success**, thanks in no small part to Fredrik, who was **absolutely brilliant, engaging and inspiring**. Please do pass on our immense thanks!"* Corporate Communications Director, MEC International

*Fredrik is a **provocative** speaker, with a tremendous amount of **energy**. The audience thoroughly enjoyed his presentation.* President and CEO, Project Management Institute

*"An **eye-opening** look into the world of innovation and creativity"* Director, Nokia

*Fredrik challenges his audiences to fundamentally rethink their assumptions on creativity and innovation – a **true sage of the imagination!**"* Managing Director, China, Microsoft

entertaining ▪ lively ▪ thought-provoking ▪ inspiring



Useful links for Fredrik Härén:

- TIB Speaker Web Page >> [Go to Webpage](#)
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