

## Fredrik Härén

Founder - The Interesting Organization

Author of *The Idea Book*, *The Developing World and One World One Company*

Author and Speaker on Creativity & Idea Generation



**Fredrik has become one of the most talked about names in the field of creativity.**

### Professional Experience

- Fredrik Härén is an accomplished author and speaker based in Singapore, he has delivered over 1500 presentations, lectures and workshops across 60 countries on 6 continents, speaking on creativity, idea generation and innovation.
- Fredrik is the founder of interesting.org, a company whose business idea is to do business from ideas
- He was voted "Speaker of the Year" in 2007 in Sweden and was recently included in the list of "top 10 Swedish speakers ever". He has received honorary mentions in the Innovative Thinker of the Year Award, run by the Swedish Post Office's small business magazine, *You & Co*.

### Sample Assignments

- 'From the Information Age to the Innovation Age'. Fredrik covers two core topics; why business creativity will become even more important in the future; and why we are less creative than we think - but more creative than we can imagine! Fredrik punctuates his message with a number of amusing examples to help audiences understand the value of thinking in new ways, yet just how difficult this is to accomplish!
- Fredrik has worked with clients including American Express, BMW, China Mobile, Deloitte, Citibank, China Telecom, Ericsson, GE, HP, IBM, INSEAD, IKEA, KPMG, Microsoft, Mindshare, Ministry of Finance Singapore, Nokia, Ogilvy, SAS, Sandvik, SonyEricsson, UBS ... and many others.

### Personal Background

Fredrik was born and raised in Sweden and following a period of time, living and working in Beijing. He has now made his home in Singapore.

*"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!"* Nathalie Haxby, Corporate Communications Director, MEC International

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

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

*"It's general consensus that Fredrik was the best presenter at the Summit. We were very glad to have him."* Clara Chwee - Marketing Manager, SEA & Australia, Parallels Software

### Publishing

- Fredrik is the author of 9 books, most famously *The Idea Book* (2004), which is a book and notebook combined, designed to awaken creativity, which sold over 50,000 copies of the Swedish version alone and is now produced and sold in countries all over the world. *The Developing World* (2009) is about creativity, dreams and a curiosity about the world, written about change and awakening and the dangers of not seeing what is going on in the world today. His latest book, *One World One Company* (2013) looks at what it means to be a truly global organization and why this is so important to achieve.

