



Magnus Lindkvist

Magnus Lindkvist is a globally recognised futurologist, trendspotter and bestselling author who helps organisations understand the ideas shaping the future. Through energetic and humorous keynotes, he challenges leaders to rethink innovation, creativity and emerging technologies, leaving audiences with fresh perspectives on how trends influence business and society.

KEY TOPICS

- The Ideas Driving Humanity Onwards
- How to Make AI Useful: Navigating the Real Impact of Artificial Intelligence
- Trendspotting and Future Thinking for Organisations
- Creativity, Innovation and the Power of Different Thinking
- Resetting After Disruption: Turning Uncertainty into Opportunity

BIOGRAPHY

Introduction

Magnus Lindkvist is a globally recognised futurologist, trendspotter and bestselling author known for his high-energy and thought-provoking keynote presentations. For nearly three decades he has helped organisations understand emerging ideas, technologies and cultural shifts shaping the future of business and society. Through a distinctive mix of insight, storytelling and subversive humour, Magnus challenges leaders to rethink conventional thinking and embrace curiosity as a driver of innovation.

Professional Background & Credentials

Magnus Lindkvist has delivered more than a thousand keynote presentations worldwide, speaking to audiences ranging from global CEOs and business leaders to policymakers and public sector organisations. He has built a reputation as one of Sweden's leading international speakers on future trends, creativity and innovation. His work explores how ideas evolve, clash and ultimately shape how people live, work and create. His professional background combines business strategy, creative industries and academic research. Magnus holds a Master of Science in Business and Economics from the Stockholm School of Economics and a degree in film production from UCLA. In addition to his speaking career, he has founded and led several companies focused on helping organisations understand future trends and innovation. Magnus also created the world's first academically accredited course in trendspotting and future thinking at the Stockholm School of Entrepreneurship in 2008.

Speaking Style & Audience Value

Magnus Lindkvist is widely known for his engaging stage presence and distinctive speaking style. Combining deep research with imaginative storytelling and humour, his presentations turn complex future trends into

memorable and accessible insights. He often describes his approach as “intellectual acupuncture” – delivering short, powerful insights designed to spark new ways of thinking. Audiences leave with fresh perspectives on how emerging ideas and cultural trends influence innovation, creativity and long-term strategy.

Books & Publications

Magnus Lindkvist is the author of several influential books exploring creativity, trends and the future of business. His latest book, *How to Make AI Useful*, co-written with MIT scientist Bryan Reimer, explores the real-world impact of artificial intelligence. Structured around the phases Wow!, Whoa!, and Grow!, the book provides leaders with a practical framework for understanding how AI will shape organisations and society. Other notable books include *The Dare to Be Different Book*, which explores how individuality fuels innovation; *The Reset Book: How to Bounce Back from a Crisis* (2023); *Minifesto*, celebrating the power of small ideas; and *Creative Friction* (with Jan Gradvall), which examines creativity through the lens of popular culture.

Additional Contributions

Magnus has also contributed to the broader conversation on creativity and innovation through media and podcasting. In 2020 he launched the podcast *Gradvall + Magnus*, where he and journalist Jan Gradvall explore music, creativity and the creative process. Across his work as a speaker, author and educator, Magnus continues to inspire organisations to think differently, challenge assumptions and explore the ideas that will shape future possibilities. [Contact us now](#) for more information on how Magnus can energise your audience with a captivating exploration of the future, blending bold ideas, imaginative storytelling and transformative insight.

WHAT PEOPLE SAY

“Magnus never fails to engage the audience with a look at the future of our industry, delivered in a fun and entertaining style that links things to today’s realities so that people can see, understand and believe. A great key note with fantastic feedback from colleagues.”

— Tom Rose, Head of International Operations, SPAR International B.V

“You absolutely flashed the whole audience last night ! My inbox is exploding with compliments for you and your fantastic speech – the success of the evening is largely due to you! In the name of the whole ACA and ACA team, the attendees, I thank you thoroughly for having accepted to speak at the ACA Insurance Day. It was fascinating!”

— Marc Hengen, CEO, Luxembourg Insurance and Reinsurance Association

“You are an extraordinary speaker, you know how to amaze, you bring real innovation, you’re fun and authoritative at the same time. I’m really proud of having had you with us.”

— Marcello Mancini, CEO and Founder, ROI Group Srl