

Thimon de Jong

Thimon de Jong, founder of WHETSTON / strategic foresight, stands at the forefront of understanding future human behaviour and societal changes. His expertise makes him a sought-after keynote speaker and leadership trainer for leading global brands.

KEY TOPICS

- **Future Proof Leadership**
- **The Future of Work**
- **The Human Side of Future Tech**
- **Navigating the Polycrisis**
- **Mental Surplus**

BIOGRAPHY

Thimon de Jong: Navigating the Future of Human Behaviour and Societal Change

Thimon de Jong's journey began with a deep curiosity about future societal trends and human behaviour. Founding WHETSTON / strategic foresight, he created a platform for his visionary insights. With a diverse background in cultural studies and international business, coupled with strategic roles at TrendsActive and FreedomLab Future Studies, Thimon brings a rich tapestry of expertise to his work. His collaboration with giants like Morgan Stanley, Vodafone, IKEA, and Nike underscores his impact on global business strategies.

Bridging Theory and Practice

In 2023, Thimon distilled his decade-plus experience into his first book, 'Future Human Behaviour – Understanding What People Are Going to Do Next'. This pivotal publication gathers groundbreaking research and practical cases, offering a blueprint for navigating the complexities of future societal shifts. It's an essential read for leaders seeking to future-proof their strategies. Thimon's academic role at Utrecht University reflects his commitment to translating theoretical research into actionable business insights. By teaching how academic findings can enhance business strategy, he equips the next generation of leaders with tools to innovate and adapt.

Interactive Sessions That Resonate

Renowned for his dynamic presentation style, Thimon engages audiences with interactive elements like quizzes, polls, and live music, ensuring a memorable and impactful learning experience. His approach not only captivates but also deeply embeds his insights into the audience's mindset, fostering lasting change. Understanding the unique dynamics of each event, Thimon collaborates closely with organisers to customise his sessions. This preparatory work ensures that his messages resonate deeply, sparking excitement and facilitating meaningful post-event action.

Book Thimon de Jong to Speak at Your Next Event!

Thimon de Jong's unparalleled insights into future trends and his engaging presentation style make him the ideal speaker for any event aiming to inspire and educate its audience about the challenges and opportunities of tomorrow. To learn how Thimon can contribute to the success of your next event, connect with us here.

WHAT PEOPLE SAY

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> *"Absolutely. Engaging. Inspiring. Motivating. Enlightening. Couldn't ask more of a speaker."*
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> **— ABTA**

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> *"His expert views put a totally new light on current reality, and most importantly, where to go next."*
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> **— IKEA**

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> *"Insight, inspiration and wonder."*
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> **— Deloitte**