

A SHORT INTRODUCTION



VIDEO: GENERATION IP:2025 Virgin Media Roundtable



VIDEO: 2020 SHAPING IDEAS Ericsson

Anne Lise Kjaer is a leading global futurist, author, entrepreneur and Copenhagen Goodwill Ambassador. A prominent and respected figure in the global forecasting community, over the years she has developed a unique Trend Management system to create clarity out of complexity. Kjaer specialises in detecting and analysing socio-economic and cultural changes, using her design background and deep insight into the Nordic Model and key influential global trends to map their impact on tomorrow's people, businesses and society.

BIO SNAPSHOT

Kjaer Global was founded in 1988. This interdisciplinary consultancy has an impressive track record of helping blue-chip companies navigate complexity by delivering comprehensive scenarios and multidimensional insights into business entrepreneurship and leadership, as well as 'the next big thing' in culture, design, food, fashion, retail and travel to education, health, technology and banking. Kjaer says: *"The future is not some place we go; we create the future"*.

PRESENTATIONS >>

Kjaer's interactive presentation style stirs passion and engagement from diverse audiences. Rooted in design thinking, Kjaer presents her ideas within an inspiring format of visual imagery and info-graphics, communicating complex thinking in a clear framework that everybody can connect with. This breadth of vision means she is invited to present opening and closing keynotes at conferences for the world's most respected organisations. She has presented to the Adam Smith Institute, European Commission, ESOMAR and TEDx, plus Accenture, Dell, EY, IKEA, McKinsey, Kingfisher, Sandvik, Toyota and many others >>

LECTURES

Since 1999, Kjaer has lectured in multi-dimensional thinking and trend management at leading institutions, including Association of MBAs (AMBA), Cranfield, Central Saint Martins, Gray's School of Art, Hertfordshire Business School, London School of Economics, Copenhagen Business School, Esade, Lund University, Royal College of Art and Vlerick Business School. In 2010, she was invited to sit on the Advisory Board of Challenge Future, a global academic think tank designed to foster creativity and innovation among young people.

RECENT ASSIGNMENTS

During 2013-14, Kjaer distilled over two decades of cutting-edge future project work, trend research and articles into a major new book about trend management, innovation and entrepreneurship to share her groundbreaking model with audiences across the world. Other recent projects included a paper and keynote on *The Smart Society; Considered Consumption* and *Tomorrow's Green Mobility*. In 2014, Kjaer curated an exhibition of Danish furniture at DI (The Confederation of Danish Industries), including an opening keynote at the Images of Danish Furniture symposium in Copenhagen >>

KJAER GLOBAL'S SERVICES

NAVIGATING THE FUTURE

Digitalisation of everything is redefining our world, triggering a major shift, as people demand more meaningful experiences from organisations they interact with. First held in 2002, Kjaer Global's 'Time to Think' conferences were prescient platforms for delivering far-reaching perspectives on 21st-century issues, several were hosted by the Copenhagen Institute of Future Studies (CIFS). At *The Economist's* 'Big Rethink' 2012 conference, Kjaer argued for a move beyond 3 and into '4P' – People, Planet, adding **Purpose** before Profit – thinking, a values-led approach that has always underpinned her system and methodology.

KJAER ACADEMY, WORKSHOPS & ROUNDTABLES

Kjaer Global's online academy supports organisations through the change process – providing interactive trend mapping guidance for ideation and implementation of future-focused concepts. In addition workshops and roundtables – utilising *The Trend Management Toolkit* and generic *Trend Atlas* as sense-making platforms – enable public organisations to plot visionary innovation strategies relevant to our disruptive business landscape. Recently, Kjaer staged an exclusive *New Nordic Model* roundtable for the top 20 Danish companies in France in collaboration with the Danish Embassy and Trade Council in Paris.

MEDIA & PRESS >>

Kjaer regularly features as an expert voice in the media, including *The Guardian*, *Fast Company*, *Huffington Post*, *El Pais*, *Politiken*, *Gizmodo*, *The Independent*, *The Times*, *ITN* and the *BBC*. She has featured in various documentaries and *Shaping Ideas 2020+* for Ericsson had close to 100,000 views on YouTube. She writes regular opinion pieces for *CNN*, *SME Magazine* and *The Marketer*. The *Financial Times* said of Kjaer: "Her unique world vision is as fertile as Dali's only she creates social prototypes...based on nascent trends."

CONTACT

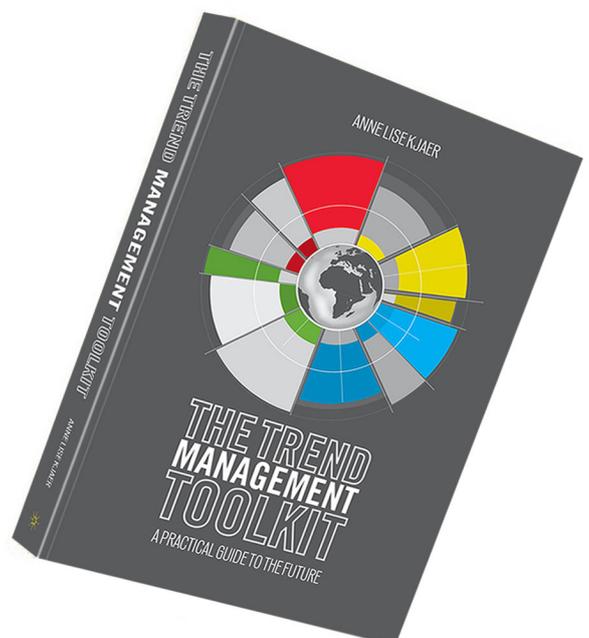
To arrange an informal conversation, a meeting or a presentation with Anne Lise Kjaer, please contact Harald Brekke at hb@kjaer-global.com or on mobile +44 7581260445

PUBLICATIONS >>

Kjaer's new book *The Trend Management Toolkit: A Practical Guide to the Future*; is published by Palgrave Macmillan Business (2014). She has co-authored and contributed to a variety of influential international titles, including: *Vision 2030* (Handelsblatt & Gabal, 2012); *There's a Future* (BBVA OpenMind, 2012); *Successful Leadership* (Finnish-Swedish Chamber of Commerce, 2012); *Meta Products* (Booreiland & BIS, 2011).

THE TREND MANAGEMENT TOOLKIT

In a fast moving world, businesses need to keep up with data analysis and pattern spotting to identify future opportunities. In this highly inspirational and practical guide to the future, Anne Lise Kjaer presents a unique methodology for global trend spotting. The book is a comprehensive collection of practical tools and approaches to help companies and organizations analyse market changes and determine the way ahead. The toolkit includes features such as 'How to create your own Trend Atlas' and 'How to Use Trends in Action', alongside case studies and profiles of research projects for major organisations. Kjaer encourages her readers to become market leaders rather than followers, by developing a 'future-orientated mindset' to identify early 'weak signals' and interpret trends as they emerge.



BOOK REVIEWS >>

"This book's toolkit is an invaluable resource."
- **Sir Ian Cheshire**, Group CEO **Kingfisher Plc**

"Just as Alvin Toffler's The Third Wave helped frame the coming decades for me in 1980, Anne Lise Kjaer has put words to the uncertainties and opportunities facing our global village in coming years."
- **Gary Baker**, Executive Director, Climate Change & Sustainability Services, **EY (Ernst & Young AB)**

"One of the best guides that I have read during my career as a Futures Specialist."
Timo Mashiely-Veikkola, Design Research Leader, **Dell**

"Its potted history of the art of prediction will fascinate all – as should Kjaer's argument that vapid consumerism has heightened, rather than destroyed, a desire for social ties and collaboration."
- **Patrick Kingsley**, **Guardian** foreign correspondent, author of *How to be Danish*, and best young journalist at the 2014 British Press Awards

"A brave step into the future by introducing a new way of predicting and managing trends. She has cracked it!"
- **Martin Lindstrom**, **New York Times** best-selling author of **Brandwashed** and **Buyology**.

"The Toolkit provides a valuable method to map the future and thereby contribute directly to the innovation process"
- **Neetan Chopra**, Senior Vice President, IT Strategy, **Emirates Group**

"A new societal learning map and masterclass is born, complete, with history, data and tools."
- **Lars Engman**, former design director **IKEA**

"Anne Lise's book is a great practical guide to understanding trends and building a strategy to respond to them."
- **Mike Barry**, Director Plan A, **Marks & Spencer**

"Incisive insights and practical steps to help marketers better understand the future needs and wants of their customers."
- **Muireann Bolger**, Features Editor, **The Marketer**

"Essential reading for anyone wishing to map out and create positive future scenarios."
- **Søren Hermansen**, CEO, **Samsø Energy Academy** and *Time* magazine *Hero of the Environment* 2008

"A rare combination of sharp insights, sound methodology and effective tools."
- **Fernando Gutiérrez**, Director and Advisor to the Chairman and CEO, **BBVA**

"With The Trend Management Toolkit we get sound help to navigate in this complex world."
- **Anders Eldrup**, Former CEO of DONG Energy and Permanent Secretary **Danish Ministry of Finance**

"Unapologetically Nordic in her approach, she shows how a strong focus on inclusion, empowerment and social consciousness can spur innovation."
- **Henrik Fogh Rasmussen**, Founder **Rasmussen Public Affairs**

"Dig in and choose what future you want to create – the business case is already argued thoroughly and the warmth and wit make it a captivating read."
- **Esther Davidsen**, Brussels lobbyist and head of **ZealandDenmark EU Office**

"A systemic approach to understanding how to visualize the future"
- **R "Ray" Wang**, Founder, **Constellation Research Inc.** and author of *Disrupting Digital Business* for Harvard Business Publishing

"An excellent toolkit for anybody who needs to think about what the future will hold."
- **John Carstensen**, Head of Profession, Climate and Environment, **DFID** Department for International Development (UK government)
