



## Magnus Lindkvist

Magnus Lindkvist is a world-renowned futurologist and trendspotter whose captivating performances blend deep insight with irreverent humour. He helps leaders and teams navigate future possibilities with creativity, curiosity and courage.

### KEY TOPICS

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- Future Possibilities and Possible Futures
- How to Make AI Useful
- The Dare to Be Different: Unlocking Creative Potential
- The Reset: Bouncing Back from Change and Crisis
- The Ideas Driving Humanity Onwards
- Creative Friction: The Power of Contradiction

### BIOGRAPHY

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#### Introduction

Magnus Lindkvist is an internationally acclaimed futurologist, author and trendspotting phenomenon. Known for his provocative intellect and razor-sharp humour, Magnus brings to life the ideas, innovations and cultural shifts shaping our future. Described as “brilliant”, “insanely funny” and “utterly original”, he challenges audiences to think differently about change, creativity and progress.

#### Professional Background & Credentials

For nearly three decades, Magnus has delivered over a thousand keynote performances around the world, addressing audiences that range from Fortune 500 CEOs to policymakers and entrepreneurs. His mission: to explore the ideas driving humanity onwards and reveal how trends collide, reshape industries and create new opportunities. Magnus holds a Master of Science in Business and Economics from the Stockholm School of Economics and a degree in Film Production from UCLA. This unique blend of analytical rigour and cinematic storytelling underpins his distinctive speaking style. He has founded and led several companies dedicated to helping organisations navigate change, and in 2008, he created the world’s first academically accredited course in trendspotting and future thinking at the Stockholm School of Entrepreneurship. In 2020, Magnus launched the award-winning podcast Gradvall + Magnus with music journalist Jan Gradvall, exploring creativity and cultural innovation.

#### Speaking Style & Audience Value

Magnus describes his approach as “intellectual acupuncture”, a performance designed to awaken curiosity and

shift perspectives. Blending insight with theatrical storytelling and wry humour, his sessions are energising, thought-provoking and unforgettable. He tailors every presentation to the client's needs, weaving together trends, data, and narrative to create what he calls "future literacy", the ability to imagine and prepare for what comes next. Audiences leave inspired, entertained and equipped to embrace change with confidence and creativity.

## Books and Publications

Magnus Lindkvist is the author of several acclaimed books on the future, innovation and creativity. His most recent title, *How to Make AI Useful* (co-authored with MIT scientist Bryan Reimer), explores artificial intelligence's real-world potential through three dynamic phases, Wow!, Whoa! and Grow!, offering a roadmap for leaders and innovators. Other notable works include:

- *The Dare to Be Different Book* – seven dares to enhance and exploit personal uniqueness through interdisciplinary thinking.
- *The Reset Book* – insights and tools for individuals and organisations to recover and thrive after disruption.
- *Creative Friction* – co-authored with Jan Gradvall, exploring how cultural and creative clashes spark innovation.
- *Minifesto* – a celebration of small ideas that shape the world.

Each book reflects Magnus's ability to distill complex ideas into accessible and engaging insights that challenge conventional thinking.

## Awards and Recognition

Magnus Lindkvist is recognised as one of Sweden's leading international speakers and has received numerous awards for his contributions to foresight and innovation. His work continues to inspire business and government leaders worldwide to think boldly, act creatively and prepare intelligently for the future.

## High-Profile Clients and Engagements

Magnus has delivered keynotes for a wide range of global organisations across technology, finance, energy, media and government. His clients include international corporations, industry conferences, and leadership summits seeking original insight on creativity, adaptability and the future of work. [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**