



## Fredrik Haren

### FUTURIST

Most organisations treat innovation as a priority but cannot describe how they actually produce new ideas. Creative output is attributed to talented individuals rather than to any system or practice that can be replicated across teams. When demand for competitive differentiation intensifies, companies find they have no reliable mechanism for generating the ideas they need.

Fredrik Haren – author of one of the 100 Best Business Books of All Time and recipient of the Global Speakers Federation’s International Ambassador Award – helps organisations turn creativity from a personality trait into a teachable, repeatable business discipline.

## Fredrik Haren's 2026 Biography

### Why organisations work with Fredrik Haren

- His formula  $IDEA = P(K+I)$  – a person combining existing knowledge with new information – converts creativity from an abstract value into a model that managers can act on; this is the foundation of how he runs workshops, not just a rhetorical device
- The Idea Book has been deployed as an internal training tool by HP, Ericsson, Volvo, China Mobile, and GE – demonstrating that his framework translates from conference platform to in-organisation application
- His research base is genuinely cross-cultural: 25 years of field interviews across 75 countries, including fieldwork in North Korea and Mongolia, gives him material that no Western-campus-based creativity theorist can replicate
- He holds the Global Speaking Federation’s International Ambassador Award – given to fewer than 15 speakers globally since 2001 and, at the time of his award, never previously to a non-native English speaker based in Asia – a peer-verified credential, not a self-declared one
- His most recent book, *The World of Creativity* (Capstone/Wiley), entered for The Business Book Awards 2026, signals that his thinking continues to develop rather than recycle the same material

### Biography highlights

- Author of 10 books including *The Idea Book*, listed among the 100 Best Business Books of All Time
- Recipient of the International Ambassador Award from the Global Speakers Federation – awarded to fewer than 15 speakers globally since 2001

### AVAILABLE FOR

- After Dinner Engagement
- Panel Participation
- Speaking

### FREDRIK'S SPEAKING THEMES

- Artificial Intelligence & Generative AI
- Change Management
- Creativity
- Cultural Intelligence
- Future Skills
- Learning & Development

### LANGUAGES: English

- One of approximately 30 Global Speaking Fellows (CSPGlobal) worldwide
- Speaker of the Year, Sweden (2007); founder of interesting.org
- 2,000+ speeches delivered across 75 countries and 6 continents over a 25-year career
- Clients include KPMG, Grant Thornton International, HP, IKEA, BMW, Ericsson, GE, Volvo, and American Express

## Biography

Fredrik Haren's starting point is a question most organisations avoid asking directly: if you need a new idea tomorrow, where does it come from? His formula -  $IDEA = P(K+I)$ , meaning a person combining existing knowledge with new information - strips creativity of its mystique and reframes it as something organisations can design for.

The Idea Book, first published in 2004, applied that thinking in a concrete format: 150 pages of frameworks combined with 150 blank pages for working. It became an internal training tool at HP, Ericsson, Volvo, China Mobile, and GE, and was listed among the 100 Best Business Books of All Time. His most recent book, The World of Creativity (Capstone/Wiley), draws on 25 years of field research - interviews with thousands of people across 75 countries including North Korea - to map how creativity is both universal and shaped by culture.

That fieldwork is the differentiator. Where most speakers on innovation draw from research or theory, Haren's material comes from direct observation across markets and contexts that Western organisations rarely access. It gives global conference audiences - whose reference points span multiple continents - a framework that holds across cultures rather than one that travels badly.

His credentials within the professional speaking community are a useful proxy for depth: Certified Speaking Professional, one of approximately 30 Global Speaking Fellows worldwide, and recipient of the Global Speakers Federation's International Ambassador Award - given to fewer than 15 speakers since 2001 and, at the time of his award, the first to a non-native English speaker based in Asia.

## Key speaking topics

- Business creativity and idea generation
- Innovation as a repeatable organisational process
- Cross-cultural creativity and global mindset
- Creativity in the age of AI
- Building creative capability in organisations
- Future skills and the innovation-ready workforce

## Ideal for

- Global conference audiences spanning multiple nationalities where a single Western-centric perspective will not land
- CHROs and Learning & Development leads seeking to build creative capability beyond individual talent acquisition
- Senior leadership teams of multinationals where innovation is a stated priority but no reliable process exists to support it
- Innovation and transformation executives accountable for sustaining competitive differentiation

## Audience outcomes

- A working model -  $IDEA = P(K+I)$  - for understanding how ideas are generated and how to apply it in their own context
- Practical techniques for stimulating idea generation individually and with teams, applicable on return to the office
- A cross-cultural perspective on how creative practice differs across markets - relevant for any organisation operating across geographies
- A reframe of creativity from personal talent to organisational skill, with direct implications for how teams are developed
- A clearer read on how AI changes - and does not change - the fundamentals of human creativity

## Fredrik Haren's 2026 talks & topics

### The World of Creativity

Drawing on 25 years of field research and interviews across 75 countries, this talk presents how creativity works as a human practice - culturally specific in expression, universal in structure - and what organisations can learn from how creative people operate in contexts far outside their own.

#### Key takeaways:

- Why creativity is shaped by cultural context and why this matters for global organisations building innovation capability
- How diverse ways of thinking across markets can become a strategic asset rather than a coordination challenge
- A framework for applying insights from global creative practice to the speaker's own organisation

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### Business Creativity

A practical keynote and workshop on what creativity actually is, why organisations systematically inhibit it, and how to reverse that through a structured, teachable approach grounded in the  $IDEA = P(K+I)$  model.

#### Key takeaways:

- The specific cognitive and organisational habits that block idea generation - and how to interrupt them
- Tools for developing new ideas individually and in teams, built around the  $IDEA = P(K+I)$  model
- A set of exercises applicable immediately, designed to shift the team from passive consumers of ideas to active generators

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### Creativity to the Power of Computers

An examination of how AI is challenging established assumptions about what creativity is and where it comes from – and what this means for the humans responsible for driving innovation in their organisations.

**Key takeaways:**

- What AI can and cannot do in the creative process, and why the distinction matters for strategy
- How to use AI as a tool for expanding creative output rather than replacing human idea generation
- A revised framework for thinking about human creativity in a context where machines can produce at scale

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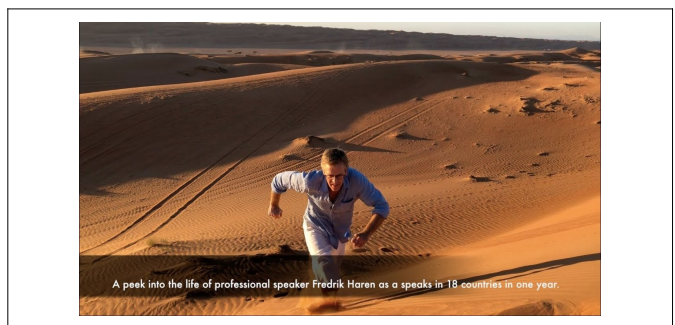
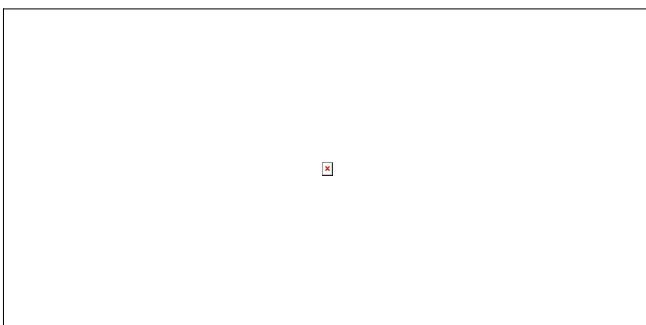
**The Power of Global Creativity**

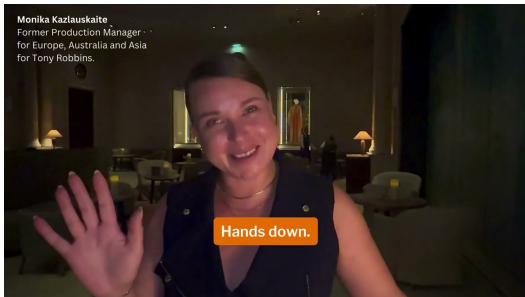
An exploration of how organisations operating across cultures can turn creative diversity into a structural advantage – drawing on Haren’s research from over 75 countries into how cultural context shapes idea generation, problem-solving, and innovation.

**Key takeaways:**

- How cultural background shapes the way people generate and evaluate ideas – and why homogeneous thinking teams underperform
- Why global organisations are sitting on an untapped creative asset and what prevents them from accessing it
- Practical approaches to building cross-cultural creative collaboration into everyday working practice

**Fredrik Haren's Videos**





Monika Kazlauskaitė  
Former Production Manager  
for Europe, Australia and Asia  
for Tony Robbins.

## What Fredrik Haren's clients say

After 20 years of working with Tony Robbins I thought I had seen everything - the best of the best... Tonight, hands down, (I saw Fredrik deliver) one of the best presentations at events I have ever seen. So thank you Fredrik. Hands down.

### **Monika Kazlauskaitė**

*Former Production Manager for Europe , Australia and Asia for Tony Robbins*

Fredrik's speech can be summarized in one word: OUTSTANDING!! ? It was truly one of the best presentations I have heard, and we only received positive feedback from all participants! Here are some examples of what lies behind my feedback:

- \* Concrete take-aways - Fredrik mixed theory with practical tips and concrete examples that everyone could take with them into the working life (and private)
- \* Tailor-made - it was clear that Fredrik had prepared the entire presentation based on our needs and our audience
- \* Interactivity - The setup was largely based on dialogue with the audience - spot on!
- \* Fantastic humor - that worked for all nationalities
- \* Charisma - I believe that everyone experienced Fredrik as a charismatic, energetic, and passionate expert in his field, which is contagious. We could have listened for hours more.

**Eva Berglie**

*Head of Communication, Paulig Scandinavia & Central Europe*

Fredrik was a captivating and inspiring speaker, leaving a lasting impression on those who listened to him. Attendees personally reached out to me to say how much of a positive impact the session had on them. I highly recommend Fredrik as a keynote speaker.

**Chanel Bornoff**

*Learning Experience Director*

Thank you for your valuable input and creative investment into my life. WOW WOW WOW! What a life enriching experience! Fredrik, you are a creative GURU! Thank you for sharing your creative wisdom and knowledge with me! It was a true beyond imaginable expectations life moment for me! Join The Creativity Suite and become part of a group of peers passionate about innovation and creativity from a C-suite perspective

**Rudi Geldenhuys**

*Head: Shared Risk Services, African Bank, South Africa*

Fredrik was awesome! We are definitely going to use him again for future conferences!

**Brian Longe**

*CEO, Wolters Kluwer Financial & Compliance Services*

Fredrik Härén an outstanding speaker. We have actually used him at two (!) Kreston World Conferences. We normally never bring back a keynote speaker to the same group, but with Fredrik Härén we made an exception – he was that good. Book him, your members will be amazed.

**Jon Lisby**

*Global CEO, Kreston*

Fredrik Haren was a top rated speaker at our global VC event, he was both entertaining and thought provoking on what it means to do business in our new global world.

**Vinnie Lauria**

*Global Kauffman Fellows Summit*

Our global conference brings all our CEOs together from around the world and Fredrik Haren's talk could not have been more on point or more energising. He set us up perfectly for the two days that followed and we had one of our most, if not the most, successful conferences ever.

**Ed Nusbaum**

*CEO, Grant Thornton International Ltd (Grant Thornton Global Partners Conference)*

Insightful, energetic, fun and interactive. Fredrik brought his best game to our event when he got people from more than 50 countries inspired about why innovation is crucial in the age of the customer.

**Sven-Olof Husmark**

*Vice President & Chief Marketing Officer, Qmatic Group (Qmatic Global Customer Conference)*

Fredrik is an acclaimed speaker whose speeches genuinely resonate with audiences across the globe. He listened to our brief and adapted his content perfectly for our global tax event in Singapore, his presentation style visibly lifted the audience's energy levels and he ended up receiving the highest speaker feedback score across the whole event from a delegation of 36 different nationalities. We would thoroughly recommend Fredrik for any global speaker engagements and look forward to working with him again this year.

*Manager Global Strategic Events, Big Four Accounting firm*

At our regional conference Fredrik demonstrated an unique ability to both challenge and inspire an extremely diverse global leadership group. He has set a hard act for anyone to follow.

**Paddy Crawshaw**

*OMD (OMD Asia Management Conference)*

The crowd, from 53 countries, were enthralled and entertained from start to finish! We are happy to say he will be returning this year as well!

**Frances Brown**

*Mentoring and Course Director, Leading Change (The Queens Leadership program)*

Fredrik Härén and Seth Godin were the highest rated speakers at FORUM ONE. Our audience just couldn't get enough of Fredrik! An hour keynote presentation went like no time and I can't wait to bring him back for our future conferences.

**Ruta Kruliauskaite**

*Executive Producer, Forum One*

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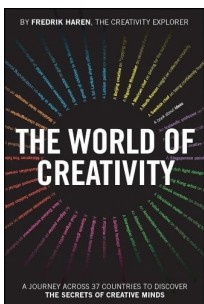
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**Ed Nusbaum**

*CEO, Grant Thornton International Ltd (Grant Thornton Global Partners Conference)*

## FREDRIK'S LATEST BOOKS



**The World of Creativity: A Journey Across 37 Countries to Discover the Secrets of Creative Minds**