



## Fredrik Haren

**Global speaker and author on business creativity, change and global mindset**

Fredrik Haren is an author and keynote speaker on Business Creativity, Change and Global Business who has delivered 2,000 presentations in over 60 countries on 6 continents.

### Fredrik's biography

- Awarded “International Ambassadors Award” by the Global Speakers Federation
- Elected President of Asia Professional Speakers Singapore
- Was the Convention Chair for the Asia Professional Speakers Convention

Fredrik Haren delivers lively and highly sought after presentations drawing on real life examples to illustrate his ideas. He is the author of 10 books, including “The Idea Book” which was included in “The 100 Best Business Books of All Time” as well as the author of “One World. One Company” – a book about what it means to be a Truly Global Company.

The Idea Book was a best seller across the globe and has been used as a training tool for [creativity](#) by hundreds of companies, including HP, Sandvik, Ericsson, Volvo, China Mobile and GE. It has been named as one of The best 100 Management Books of all time”. It is an unusual book as it is part creativity guide, part notebook. Other books include The Developing World and One World One Company which draws on hundreds of interviews with the CEOs of leading businesses and looks in detail at the challenges of going global as well as the dangers of deciding not to.

Fredrik Haren has founded his own company – [interesting.org](#). In 2007 he was Speaker of the Year in Sweden and in 2009 he was named one of Swedens 100 most inspiring persons by the magazine Leva. In 2009 he was selected one of Swedens most sought after [business speakers](#). He is based in Singapore.

Fredrik knows how to craft a speech so that, let’s say, an American, a Brazilian, a German and a

Chinese all will be inspired and laugh and the same time feel that they walk away from the session with meaningful take-aways that were relevant to them.

Just last year Fredrik spoke at 23 different global (or international conferences), and he was – again, just last year – invited to speak in 23 different countries on 4 continents. Fredrik is a truly global speaker, with examples from all over the world – suitable for your global (or international) conference.

Fredrik Haren was one of the keynote speakers at GLS, the world's largest [leadership](#) conference with 10,000+ live in the audience, and a total of 400,000 (!) people in 128 countries around the world watching via video link. He shared the stage with speakers like [Marcus Buckingham](#), Angela Duckworth and Sheryl Sandberg.

### **Fredrik Haren's Current/Past Roles & Positions**

Fredrik Haren is a Swedish entrepreneur, speaker and author specializing in business creativity. He shows business leaders how to tap into new sources of idea generation within their organizations to unleash creativity and encourage [innovation](#). He has a unique position of coming from the old world but being based in the new (Asia) and therefore able to provide a different perspective on global creativity.

- Author of management books including the best selling The Idea Book – one of 'The 100 Best Business Books of All Time'
- Named as one of 'Sweden's most sought after business speakers'
- Founder of [interesting.org](#)
- Expert on the global company

### **Speaking Style**

- Amusing, educational, enthusiastic, informal, interactive, passionate and thought-provoking.

## **Fredrik's talks**

- **Business Creativity**  
About what creativity is, why it is important and what we can all do to become more creative. Popular in both highly creative industries as well as in industries that want to become more creative.
- **The Developing World**
- **Disruption & Change**  
About our need to see, understand and react to change in our business and our environment. Popular in fast changing industries, or industries that feel that big changes are coming.
- **Humanity to the Power of Ideas**  
Fredrik believe in the potential of humanity and the power of ideas. He have spent the last 25 years studying, writing and speaking about creativity, change, and global mindset and he is passionate about helping as many people as possible reach their full creative potential.
- **Global & Human Mindset**  
What it means to have a global mindset, how to run a truly global company and – ultimately – what it means to be human. About what it means to be a Truly Global Company, how to develop a more global mindset. Popular with Multinational organisations in all industries.
- **Creativity for the Creatives**

Fredrik Harens definition of an idea is:  $IDEA = P(K+I)$ . An idea equals that a Person takes his/her Knowledge and combines it with Information. It means that there is nothing totally new, everything is a combination of previously known things in a new way. When we look at creativity like that we understand that there are infinite new ideas waiting to be revealed by combining the knowledge and the information we have access to.

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