



## Anne Lise Kjaer

### Leading global futurist who delivers out-of-the-box thinking

In a fast moving world, businesses need to keep up with data analysis and pattern spotting to identify future opportunities. Anne Lise Kjaer presents a unique methodology for global trend spotting along with practical tools and approaches to analyze market changes and determine the way ahead.

## Anne's biography

### About Anne Lise Kjaer

Anne Lise Kjaer is a renowned futurist and [author](#). In 1988 she founded Kjaer Global, a Trend Management & Ideas [consultancy](#) providing organisations with insights to understand tomorrow's people and the future.

To drive intelligent innovation and inspired future strategies, Kjaer's foresight is built on a holistic framework to balance People, Planet, and Purpose with Performance. The 4P vision guides all her work with clients including Accenture, Amazon, BBC, BMW, Dell, E&Y, Huawei, IKEA, KMPG, Mercer, UNICEF, Volvo and the OECD. In 2018 she was appointed as member Singapore's Urban Development Authority's (URA) IPE (International Panel of Experts) to support deep future planning (2060) of the city-state. Born in Denmark, Kjaer was Goodwill Ambassador for Copenhagen for more than 15 years. Kjaer has built an international reputation as inspirational speaker and she is the author of The Trend Management Toolkit – A Practical Guide to the Future. Her design background provides a unique perspective on trends and she has delivered talks, workshops and seminars to over 100,000 people across the world over the past two decades. She speaks regularly at events such as TEDx, The Economist and The European Union conferences, and lectures at Cambridge university, LSE and MIT. Contributing to numerous academic papers and publications, Anne Lise is also a regular commentator on trends and she has featured on BBC, CNN and Aljazeera several times. Kjaer was in the 2012 Ericsson documentary: The Networked Society (10:10) and was one of seven top futurists featured by Huffington Post with their predictions for the next decade in technology (2015). In 2020 MIT Technological Review interviewed her for The professionals who predict the future for a living and Forbes listed her among the worlds 50 Leading Female Futurists in 2020.

### General presentation style

Kjaer presents the audience with a global Trend Atlas 2030+. She explores key Macro Trends relevant to the New Norm Trend Compass informing strategy roadmaps and 'Deep Futures' scenarios. Insights are

presented in an inspirational and logical narrative framework with F&F and inspiring case studies.

### **Focus: New norm leadership in a post pandemic reality**

Today's digital landscape is set to transform organisations, government and our notions of citizenship. We are witnessing a global structural shift, where value sets and lifestyle patterns are changing the way we live as we look to optimise all areas of our life. This is hardly surprising when we consider how work/life is blurring, leaving most of us under increased pressure to cope – a reality that will inspire a whole new world order challenging existing business models and how we define success in a post pandemic reality.

### **Synopsis: Anne Lise Kjaer's visionary keynotes cover some of the key issues shaping tomorrow's people and our quest for a better world.**

Highlights are: "How to future proof organisations to remain relevant" – exploring a New Norm 4P bottom-line, where balancing People, Planet, Purpose and Profit is key to sustainable performance. Kjaer Global's Trend Atlas for 2030+ consists of key drivers including: Radical Openness, Green Growth, Disruptive Technology, Emerging Markets, Generation Mobile, Social Capital, The Sharing Economy, Remote Learning, Meaningful Work/Life Balance and The Good Life. To set the stage the talk includes an introduction to The Trend Management Toolkit – the model that informs any work with foresight and scenarios.

### **Highlights: How to think like a futurist**

In a visionary format supporting HR, strategic planning and innovation processes, with potential to turn specific business challenges into opportunities. Kjaer inspires people to take ownership of the future. The trend toolkit is invaluable when guiding people to cultivate fresh thinking and sustainable performance to lead change.

## **Anne's talks**

- **Glocalisation 2030+**  
Everything local will become a priority in the future regional economic ecosystems
- **Events: Value Driven Meetings**  
Experiences that evolve around mobility, dialogue, community and engagement
- **technology: The Global Brain & People**  
IoT is already shaping the relationship between people and their environment
- **Leadership: The Female Factor**  
The Female Factor is crucial for a more inclusive and prosperous future
- **Finance: The Future of Money**  
People's approach to earning, saving and spending money is clearly up for review
- **Innovation in Mind**  
Trend Management is the system you need to understand tomorrow's people
- **Technology Trends 2020+**  
'What's next' in technology focuses on the obvious – we seem to forget people

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