



## Peter Siljerud

**CEO of Futurewise, a trendspotter and futurist**

Peter Siljerud, CEO of Futurewise, has been working as a trendspotter and futurist for over 15 years. He is an experienced and internationally acclaimed speaker that has inspired more than 50 000 people.

## Peter's biography

### Peter Siljerud's background

Peter will bring you an outside perspective by uncovering the most important trends that will influence your specific industry. In a rapid and entertaining manner he will describe patterns, many times hidden for an untrained eye. He will present [visions of the future](#), intended to challenge the audience and to trigger new creative thoughts.

Peter's presentations offer a good starting point to take control of your own future and be better prepared for things to come. Or as one participant recently put it: "I'm gonna steal what you said right off. And make money out of it."

Peter is also a well-renowned author with books such as "*100 trends – Your guide to the future*", "*Break the norms – Everything you learnt about worklife is wrong*" and "*Supertrends*". Two of the books were nominated to Marketing Book of the Year by the Swedish [Marketing](#) Federation (for the moment the books are only available in Swedish).

## Peter's talks

- **Breaking the norms – Worklife 2.0**

Conventional wisdom in worklife is turned upside-down in this challenging presentation that question traditional ways of working – and offers inspiring thoughts for new creative work practices.

- **Post-corona**

Are you tired of Corona? In any case, we at Futurewise have that. But we have been doing trend research and analysis of the surrounding world for almost 20 years. So we know that it is when big changes take place that great opportunities also open up.

The world after the corona will look completely different. Other approaches, other offers and new ways of meeting the market will be needed. To do nothing is really to move backwards, because everyone else is moving forward. So do not let yourself be slowed down by the corona, but see it as an opportunity to sharpen your business and take market share.

We have produced a new exciting lecture called Post-corona. During this lecture, we study how customers' preferences change, what new trends are being shaped and how to meet the world with new fresh ideas.

We offer the lecture both live online and irl. It can also be combined with a workshop where we analyze how your business can be future-proofed.

- **Artificial Intelligence**

In recent years, there has been a lot of talk about digitalisation. What will instead dominate the discussion in the coming years is artificial intelligence.

Artificial intelligence, AI, is changing everything. We are probably witnessing the most dramatic change in technology we have seen in the last forty years. It's hard to see any industry that AI will not change. Russian President Vladimir Putin goes so far as to say that whoever becomes a leader in this field will become the ruler of the world.

As a result, Swedish organizations and companies must better understand this central shift.

Those who are out early can, as usual, get a head start along with others.

Issues raised by the lecture:

- Why is AI breaking through right now?
- What inspiring examples are there in different industries?
- What does AI really mean?
- What will be the consequences?
- What opportunities and threats are there?

If you are planning a kickoff, conference or customer event, you now have the chance to take part in the latest in this highly interesting area. The lecture can also be angled towards your particular industry if desired.

- **The working life of the future (Break the norms)**

As we all know, the world is changing at an ever faster pace. But working life does not. How come we stick to outdated ways of working, creating incentives, organizing and leading employees?

During this lecture, we challenge conventional truths and present new inspiring ways to break accepted norms. The aim is to illustrate how new trends affect leadership, recruitment and innovation, as well as how modern organizations are breaking new ground.

Examples of accepted standards that are questioned:

- Work takes place in office 8-17
- You have to obey the boss
- The employer has the power
- You work to support yourself

- We are the ones who choose employees
- We have permanent employees
- You have to be serious at work

You will also find out how to get 10,000 job applications in two hours, why technology eats business and why Luther was actually a funny courier.

- **The marketing and communication of the future**

It is becoming increasingly clear that the previous way of communicating and reaching customers no longer works. Over 80 percent of Swedes are negative about advertising. Which is not so strange since a Swede is met daily by an average of 7,300 commercial messages. Half of the advertising money is thrown into the lake, according to Sweden's listed companies, and investments are becoming increasingly difficult to count on in the media noise.

In light of this, new creative methods are required to reach advertising-cynical recipients. This lecture presents key trends in marketing and communication and provides inspiration on how to achieve innovation with innovation.

We answer questions such as:

- How does the attitude towards advertising change?
- What characterizes the communication of the future?
- How do prominent companies create added value through marketing?
- How does social media change and what comes next?
- Who will we listen to and be influenced by in the future?
- What role do mobile channels play and what services can we expect?

The lecture addresses the current marketing and communication based on perfectionism, butler marketing and contextual offers.

You will also find out why half of the employees at the world's largest advertising agency do not work creatively, and why in the future they will no longer look for customers for their offers.

- **Consumption and retail of the future**

There is currently a sharp change in the way consumers behave. New behaviors are driven by radical value shifts as well as the rapid technological development. The attitude to consumption is being reconsidered in the light of new economic and environmental conditions. The polarization between low price and premium is becoming increasingly apparent. E-commerce is increasing by over 15 percent annually, which is significantly faster than retail trade. Overall, the consumer is becoming increasingly difficult to read and complex.

The consumption of the future will thus *not* be as it is today, plus a little more – it will be something completely different. This lecture addresses the most important trends that affect consumption and retail and provides new ideas on how you as an actor can find a place on the future playing field.

We answer questions such as:

- What new values ??characterize the consumers of the future?
- What is luxury and status in the future?
- How does the role and behavior of the consumer change in the buying process?
- What do creative forerunners do when it comes to experiences and places?
- What does the abundance of supply and transparency lead to?
- What role do technology and mobile phones play in retail?

The lecture addresses the opportunities for the omnichannel, social, hybrid trade, debt-free consumption, teasing and real-time advertising.

You will also find out why it only takes 10 minutes to get a haircut in Japan, why many people ruin their IKEA furniture and how to sell things that do not exist.

- **Sales of the future**

All companies are dependent on successful sales at the same time as the increasing hyper-competition makes it a challenge. And it does not get any easier from the general crisis of trust that has arisen between buyers and sellers. In a world with a huge range of products and services, a problem is created when everyone claims that they are the best and cheapest. Yeah, right. Today's customers and buyers are used to cynically examining various offers.

As a result, new innovative methods are needed to capture customers. Technology also comes in as an important component that can both help and overturn depending on how to take advantage of the opportunities. This lecture presents key trends in sales and provides inspiration on how to succeed with new thinking in the future.

We answer questions such as:

- How does the relationship between seller and buyer change?
- What characterizes future sales?
- How do you build relationships and build trust?
- How do you take back and use the information advantage?
- What does the future of customer service look like?
- How to work successfully with social sales?

The lecture also addresses the currently hottest trends, such as mafia vouching, lighthouse actors and contactless relationships.

You will also find out why the CEO of one of Sweden's largest companies apologizes to me personally and how you can sell for SEK 1 million via a phone call by talking about fly fishing and Bruce Springsteen.

- **Technology and IT of the future**

Futurist Peter Schwartz believes that the biggest mistake when it comes to historical predictions about the future is that one has seriously underestimated the impact of technology. Developments in technology and IT are going so fast that what we just saw in a science fiction film will soon be something we hold in our hands.

We may think that so far we have got fast computers and mobiles, but the fact is that the development of processing power, storage space and bandwidth is still accelerating. New products and services that combine these basic technologies in innovative ways strengthen the impact of technology. Open platforms and ecosystems are being created that reduce the investment required to create the next wave of innovations.

In contrast, we can set the rate at which organizations change, which is much more modest. Organizational structures and processes slow down renewal, while inventive users make the best use of available technology to solve the problems they face. For companies and organizations, it is therefore important to keep track of what the next generation of technology looks like and will work, so that they can adapt in time.

This lecture answers questions such as:

- What can we expect from the IT of the future?
- What solutions and gadgets are in the lab right now?
- What do the new user patterns look like?
- How do the interfaces change?
- What does the next generation internet look like?
- What will future services offer?

The lecture also addresses the hottest topics in the future, such as creative computers, natural interfaces and the sensor network.

You will also find out why Google does not want you to use their search engine and why your job may be threatened!

- **The real estate industry of the future**

The real estate industry has for many years been able to operate in the traditional way as times have been good. Now we see a number of new trends and external factors that are having a high impact and changing the conditions for both residential and commercial properties.

Housing increasingly fills other human needs in addition to the purely functional ones, which gives meta-values ??greater importance. In working life, the office as a primary workplace is questioned when new ways of working see the light of day. If employers feel that staff create greater value – at a lower cost – elsewhere, traditional offices risk losing their role. And the same goes for trade, where consumers are increasingly interested in the goods themselves – not necessarily visiting stores. If the battle against e-commerce is to be won, creativity and innovation are required.

This lecture not only highlights key trends in the real estate industry but also highlights the consequences they have. We present thoughtful examples and new inspiring ideas on how to meet the development and think about property development and places. By identifying changes in the surrounding world at an early stage, it is possible to create good future preparedness and a favorable scope for action.

The content consists of different components which can be combined according to interest:

- The future home – The status-driven security barricade
- The future office – The daily nightclub
- The future trade – The whimsical amusement park
- Digitization in the real estate industry
- Construction in a new way
- To attract the young generation to the labor market
- New paradigm – to look at the industry with different eyes