

## Fredrik Härén

Founder - The Interesting Organization

Author of *The Developing World* and *The Idea Book*

Author and Speaker on Creativity & Idea Generation



### Professional Experience

- Fredrik Härén has quickly become one of the most talked-about names in the field of creativity.
- An accomplished author and speaker he has delivered over 1000 presentations, lectures and workshops across 25 countries, focused on creativity, idea generation and entrepreneurship.
- He was Speaker of the Year in 2007 in Sweden and was nominated Entrepreneur of the Year 2003 by the Swedish magazine *Shortcut* and he has received honorary mentions in the Innovative Thinker of the Year Award, run by the Swedish Post Office's small business magazine, *You & Co*.
- Fredrik is the founder of interesting.org, a company whose business idea is to do business from ideas.

### Sample Assignments

- 'From the Information Age to the Innovation Age'. Fredrik covers two core topics; why business creativity will become even more important in the future; and why we are less creative than we think - but more creative than we can imagine! Fredrik punctuates his message with a number of amusing examples to help audiences understand the value of thinking in new ways, yet just how difficult this is to accomplish!
- Fredrik has worked with clients including ABB, American Express, China Mobile, China Telecom, Ericsson, GE, HP, IBM, INSEAD, IKEA, Microsoft, Ministry of Finance Singapore, Nokia, Ogilvy, Pfizer, Saab, Sandvik, SonyEricsson, Swedish National Bank, Swedish Radio, Swedish Parliament, Stockholm School of Economics, TeliaSonera ... and many others.

### Personal Background

Fredrik was born and raised in Sweden and following a period of time living and working in Beijing is currently based in Singapore.

*"Fredrik's seminar is remarkable! It makes you realize your inner creative capabilities and how to get more out of yourself"* Brian Teoh, HighTeam China

*"An eye-opening look into the world of innovation and creativity"* Jury P Salomaa, Nokia

*"Fredrik challenges his audiences to fundamentally rethink their assumptions on creativity and innovation – a true sage of the imagination!"* Weihun Liew, Microsoft

*"A big thank you for a very interesting and fruitful lecture and workshop! Everyone thought it was brilliant"* Ulrika Lövdahl, Absolut Vodka

### Publishing

- Fredrik is the author of *The Idea Book* (2004), which is a book and notebook combined, designed to awaken creativity. This has sold over 50,000 copies of the Swedish version alone and is now produced and sold in countries all over the world. His latest book, *The Developing World* (2009) is about creativity, dreams and a curiosity about the world, written about change and awakening and the dangers of not seeing what is going on in the world today.

