



# FREDRIK HAREN

:: **Founder - The Interesting Organization**

:: **Author of The Idea Book, The Developing World and One World One Company**

**Fredrik Haren has quickly become one of the most talked-about names in the field of creativity.**

Based in Singapore, he is an accomplished author and speaker who has delivered over 1,500 presentations, lectures and workshops across 60 countries on 6 continents, focused on creativity, idea generation, innovation and entrepreneurship. He has written nine books, the most famous book being "The Idea Book" which was featured in "The 100 Best Business Books of All Time" and has sold over 200,000 copies in 60 countries in 15 languages.

Fredrik is the founder of interesting.org, a company whose business idea is to do business from ideas! He was voted "Speaker of the Year" in 2007 in Sweden and was recently included in the list of "top 10 Swedish speakers ever. Fredrik presents on a range of topics, including "business creativity" - why we are less creative than we think, but more creative than we can imagine, and "The Developing World" where he explains why we are on the cusp of an ideas explosion, and "One World One Company" where he draws on over 75 interviews with CEOs from global companies about what it takes to be truly global and how the most successful companies have been able to make this transition from national companies to global companies, and what others organisations can learn from this.

Fredrik is one of the most global speakers there is, consistently travelling the world to present his ideas, clocking up more miles than a commercial airline captain. Fredrik is an excellent speaker who punctuates his messages with a number of amusing examples to help the audience truly understand the value of thinking in new ways and has gained a reputation as one of the world's most authentic speakers. Fredrik was born and raised in Sweden.

## The Idea Book

The Idea Book has sold over 200,000 copies to readers in more than 40 countries. It has been translated into 13 languages (including Mandarin and Japanese). It was recently launched in Singapore and quickly made it to the bestselling shelf of Borders, Kinokuniya and even the book shop at Changi Airport. When the book was launched in Japan, it made it to the top 5 on Amazon.jp's list of best selling management books; and when the book was launched in Iceland, more than one percent of the population of Iceland bought The Idea Book within one month.



## SPEAKING TOPICS

### Business Creativity

- What creativity is, why it is becoming more important and why we need to be more creative than ever.
- Why creativity is more difficult than we think but more important than we can imagine.
- How can we become more creative as companies, leaders and individuals?

### One World. One Company – About being a Truly Global Company

- To go from MNC (Multi National Corporation) to TGC (Truly Global Company).
- The Global Divide – how some companies thrive in a global world and some do not.
- Pitfalls and challenges when trying to become more global.
- Advantages of transforming your company to the next level.
- An Eye Opener on how to look at the world, and your company.

### A Rapidly Developing World

- The need for Idea Perception: seeing how the world is changing.
- How is creativity different in the developing world and the developed world?
- How to rapidly develop new ideas.
- An inspirational and provocative speech for business leaders from both the developed and the developing world.