

## Craig Rispin

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### ***Business Futurist, Innovation Expert & Keynote Speaker***

Business futurist and innovation expert Craig Rispin has a deep understanding of emerging business, people and technology trends - and how we can profit from them.

For over 20 years he has worked with the world's innovators, among them IT companies, and businesses operating in sectors like consumer electronics, internet and broadcasting.

An award-winning keynote speaker and mentor, Craig generously shares his knowledge about innovation, trends and how you too can think like a futurist.



Over the course of an impressive career, he has addressed conference audiences as large as 16,000 people on five continents and consulted with CEOs of leading companies worldwide. In doing so, Craig is consistently rated the best speaker at conferences with the toughest audiences in the world including: CEOs, Lawyers, Bankers, Accountants, CIOs and even teenagers!

Some of his clients include: BHP Billiton, Canon, Colonial First State, IBM, Kimberly-Clark, King & Wood Mallesons, NRMA, Sportcraft, Symantec, Toyota, Young Presidents' Organization (YPO) and hundreds of professional industry associations.

Craig is a TEDster, having been invited to attend TED in 2009 and to launch the first TEDx in the world - TEDxSydney. He was awarded 'Mentor of the Year' by Thought Leaders Global, and is now an 'Ambassador'. Craig was awarded the '100% Club' and 'Speaker Hall of Fame' by The Executive Connection. He is a contributing member of The World Future Society; Professional Speakers Australia; and Global Speakers Federation.

In Craig's book, *How to Think Like a Futurist*, he explains why being a futurist is a real job, describes great futurists in history, and how to think like a futurist.

### ***Craig Rispin talks about:***

**Know First, Be First, Profit First** - Learn about the business, people and tech trends transforming business around the world. Craig will show you the driving forces impacting your

industry - and give you specific ideas to gain a strategic advantage.

**Innovation, The Ultimate Survival Tool** - You must innovate to survive today. CEOs agree - Craig surveyed 1,200 of them and 99% believe that innovation is critical to their future survival. But less than 1% have a structured innovation program in place!

**How to Think Like a Futurist** - Futurists think differently from most people. They analyze trends, anticipate significant changes and help their clients create preferable futures using techniques developed over decades.

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