

Fredrik Härén

Author, Entrepreneur, and Founder of Interesting.org

Business Creativity. In this presentation Fredrik Härén explains just what creativity is, why it is so hard to obtain, and why it is more necessary now more than ever. Attendees learn how to become more creative and help their organizations grow.

A Rapidly Developing World. Based on the research for *The Developing World*, this presentation stresses the importance of seeing how the world is changing and the importance of developing “idea perception.” Fredrik Härén explains how it is possible to rapidly develop new ideas and details how creativity is different in the developing world versus the developed world.

One World One Company. Based on the research for *One World, One Company*, Härén explains how it is possible to become a “truly global company.” There are many challenges that companies face to accomplish this and Fredrik guides the way for them to succeed. There are many advantages to having a global company, and attendees learn why some companies thrive in the global world and others do not.
