

# Rohit Bhargava

Brand and Innovation Strategist; Owner, Non-Obvious Company

**How To Be A Non-Obvious Thinker (And See What Others Miss)** What if you could see the things that others miss? This generous and inspiring keynote will reveal how anyone can learn to be more creative and innovative. Using his signature fast-paced “non-boring” presentation style, trend curator Rohit Bhargava will take the audience behind-the-scenes of his groundbreaking SIFT method to illustrate how anyone be more innovative using the four specific habits of non-obvious thinkers. Based on his #1 WSJ bestselling Non-Obvious Book Series that has been shared by more than 1 million readers and his latest book Non-Obvious Thinking, this keynote will share plenty of highly actionable tips that are sure to leave any audience with a clear picture of what exactly to do next in order to put the lessons from the talk into practice in their real lives. This program will help leaders and teams: Master new techniques to create more space for new ideas, find insights, focus on what really matters and define a twist that can lead to new creative breakthrough ideas. Broaden their perspective outside their industry and embrace a mindset that truly allows them to take ideas from many sectors and expertly apply them to their own roles and business. The audience will leave with: Four actionable and immediately usable habits they can integrate into their daily lives to broaden their perspective, be more creative and see the world differently. A better understanding of what trends are, what they aren't, why they matter and how they can start to identify trends and patterns of behavior for themselves.

**7 Non-Obvious Trends Shaping the Future Normal** What does it take to identify world changing trends that will actually last? For the past decade, Rohit Bhargava has been on the front lines of the future—going into cutting-edge labs, private testing facilities, and invite-only showcases around the world. After completing a world tour and book launch, this exclusive talk will reveal the most powerful stories and instigators that are already shaping humanity's next decade. From biophilic skyscrapers to generative AI to haptic interfaces, this keynote will offer a clear-eyed overview of not only the technology changing our world, but also explore the deeply human questions all this advancement will raise. Rather than offering “futurist theater” with obvious forgettable examples, this talk is consistently updated with new stories (sometimes pulled from that morning's news!), a charismatic delivery style, and interactive exercises to deliver a memorable experience for any size audience. This is not a boring academic talk. Instead, it's a pull-no-punches, always entertaining, constantly surprising, highly actionable (and deeply non-obvious!) glimpse into what the future will look like ... and how each of us can train ourselves to anticipate big shifts before they happen. This talk will help leaders and teams: Create a strategy to take their organization into the future and navigate significant change or disruption either through industry shifts, restructures, pandemic effects and/or new leadership. Gain exposure to cutting edge ideas and technologies (as well as the innovators behind them) that can help inform new initiatives and products. The audience will leave with: A

greater understanding of the fundamental forces of disruption that are shifting consumer behavior and beliefs across industries and what this means for them. A roadmap of relevant innovations and advances that can help to shape strategic planning and current efforts around building products and services for existing and future potential customers.

**The Art and Science of Non-Obvious Marketing (In a Skeptical World)** We are living in a time when it is harder to earn trust than ever before. People skip ads, mistrust brands and demand transparency from the companies they buy from or work for. What does it take for any organization to be more believable? To win in a low-trust world, you need to be more human. This funny and insightful keynote from award-winning marketing expert Rohit Bhargava will reveal the five keys to earning attention in a world filled with distractions. Whether you are looking to shift perceptions, improve sales or simply inject more breakthrough thinking in your current efforts, this talk will help. Through a digestible collection of entertaining case studies and unusual observations, Rohit will shine a spotlight on what actually works to command attention, build loyalty and generate real results. Most importantly, the audience will leave with some real practical advice they can use immediately to put the power of non-obvious thinking to work every day. This program will help leaders and teams: Align a team across departments with a shared understanding of branding, positioning, marketing, storytelling and what part everyone plays in shaping the organization's perception in the marketplace. Articulate why storytelling matters and make the task of storytelling more approachable and realistic for everyone to engage with in their daily roles. Build a culture of trust within the organization and improve employee retention by inspiring a team to have more belief in the work they do and the leaders who lead them. The audience will leave with: Understanding the key principles of storytelling and how to apply them in a business context to improve communications and be more persuasive. Insights on how trust is earned and lost in the middle of our modern "believability crisis" and techniques anyone can use to be more trustworthy and believable. A leadership model for establishing more authenticity and trust among teams that can be replicated at all levels of the organization.