

A HISTORIAN GIVING THE BIRD.



# Rutger BREGMAN:

MAKING FUTURE-PROOF DECISIONS THAT COUNT

A TALK WITH KIRSI PIHA

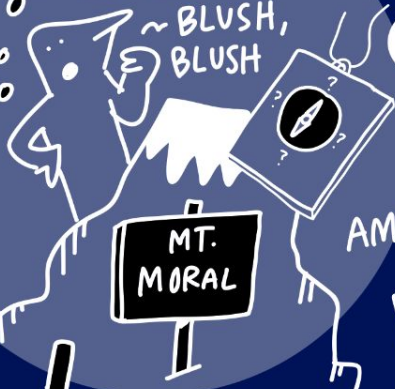
- 1 HOW DO I USE MY TIME?
- 2 WHERE CAN I HAVE THE BIGGEST IMPACT ON?

What we will be remembered upon

- IN ADDITION TO A COUPLE OF TECHNOLOGICAL INNOVATIONS?



3 AM I CONTRIBUTING TO ANYTHING? OR AM I JUST WASTING MY TALENT?



HOW WE TREAT ANIMALS

EXTINCTION OF SPECIES

CLIMATE CHANGE etc.

4 What are the FUTURE INNOVATIONS ...?

LIKE THE PILL



5 WHAT MOTIVATES PEOPLE?

HAVE MORAL AMBITION & HIGH GOALS

MAKING A DIFFERENCE!

A BETTER WORLD

GOOD LIFE

DONATE!

SOMEONE WHO IS A BIT WEIRD

NORDIC BUSINESS FORUM

REDANREDAN

Connected World

ONLINE

ONLINE

WHAT PEOPLE WANT:  
A MEANINGFUL JOB AND A COMPANY THAT HAS GOOD VALUES & THAT ACTS ACCORDING TO THOSE VALUES.

SKILLS WANTED!

MORE WORK FOR MORE PEOPLE!

TALENTS WANTED!

OPPORTUNITIES OFFERED!



# Future of Work

KRISTEL KRUSTÜK & MIKI KUUSI

& Taru Tuujinen

HERE I AM, EMBRACING THE PURPOSE...!

MAKING A DIFFERENCE.

... AND CHOOSING MY WORKPLACE.



EFFORT IS NEEDED

I'M AN INDEPENDENT SPECIALIST!

MY FOCUS ROCKS!



IN ORDER TO HAVE DIVERSITY

WHEN I WAS YOUNG, I COULD CHOOSE MY BOSS...



year 2122

THE ROI OF AN OPTIMISTIC VIEW ON PEOPLE

RUTGER BREGMAN

Trust & Care

Treating people like human beings.

THE SURVIVAL OF THE FRIENDLIEST.

WHICH PLANET ARE YOU ON?

WE, THE PEOPLE, ARE... ALTRUISTIC.

I SEE YOU! WE SEE (& HELP) EACH OTHER!

BUT IF NO REAL

PURPOSE...

PLANET B



YOU KNOW, DEEP DOWN.

WHY AM I DOING THIS THING THAT I'M DOING?

BURN OUT! PLAYFUL



PLANET A

IS THAT... A BALL?! THE THIN LAYER OF CIVILIZATION? - HOMO PUPPYENSIS

SMALL BRAINS



WHERE PEOPLE ARE SELFISH (THE VENEER THEORY)

I DON'T BLUSH.

YEAH. I'M A DOMESTICAT.

FRIENDLY

REDANREDAN

# JITSKE KRAMER:

Building a FUTURE-PROOF Corporate Tribe

LIMINAL SPACEEEEEEE!  
INTEGRATION  
• TRANSITION  
• SEPARATION



rites of passage

A NEW NARRATIVE!

VALUES → BEHAVIOR

MEANING

LET'S CHANGE THIS!

DO YOU ACT ACCORDING TO YOUR VALUES?

VILLAGE OF DIFFERENT PERSPECTIVE



LOOK, I'M ALL BALANCED WEARING CLOTHES LIKE NORMAL PEOPLE!



(THAT DOESN'T FALL FROM THE SKY.)



INTERACTION  
TRANS-  
ACTIONAL INTERACTIONS  
TRANS-  
FORMATIVE INTERACTIONS

FINANCIAL STRINGS

BALANCE

LEADER-  
SHIP

POWER

SOCIETY



# ERIN MEYER

LEAD,

NEGOTIATE

& GET THINGS DONE  
ACROSS THE WORLD

LOOK CLOSELY FOR UNSPOKEN MEANING W/ THEM

COMMUNICATION

EVALUATING

LEADING

DECIDING

TRUSTING

DISAGREEING

SCHEDULING

SPEAKING

WHAT I REALLY REALLY REALLY MEAN.

WHAT I REALLY MEAN.

MY INTERPRETATION

YES. (BUT NO.)

HIGH CONTEXT

FEEDBACK

LOW CONTEXT

NORDIC BUSINESS FORUM

SIMPLE, CLEAR MESSAGE.

IT IS WHAT IT IS.

OH YES!

HELL NO!

REPEAT REPEAT

MY INTERPRETATION

BE AS EXPLICIT AS POSSIBLE WITH THEM

MULTICULTURAL TEAMS  
→ LOW CONTEXT PROCESSES

IS IT NOW MY TURN TO TALK?

← PEKKA, a positive Finn

REDANREDAN



# Amy EDMONDSON:

## CREATING A FEARLESS ORGANISATION

MAKE IT...  
DISCUSSABLE &  
TEAM PROBLEM SOLVING OPPORTUNITIES



I WOULD COMMIT IF THERE WAS PSYCHOLOGICAL SAFETY AND STUFF.

GREAT RESULT!!

COME, YOUR VOICE IS HEARD!

I ONCE MADE A MISTAKE, TOO.  
A LEADER TELLING ABOUT THEIR OWN FAILURES.

TEAM LEADER

NOT AN EXPLICIT LEADER



I DON'T WANT BAD NEWS!

BE LIKE ME!  
THINK LIKE ME!  
A PRETTY GOOD RESULT...



MANAGE LIKE FORD

MENTAL MODELS

GOOD QUESTIONS ? ? ?  
& CONSENT



ERROR + LEARNING  
4eva

NORDIC BUSINESS FORUM

Limah REDANEDAN

HOW I LEAD MY BRANDS THROUGH CRISES

ACT ON FACT!  
PLAN!  
HIT THE BREAKS.  
BE TRANS-PARENT.  
LEAVE NO-ONE BEHIND!  
AND: TOLERATE CHAOS.

LOCK-DOWNS, CYBER CRIMINALS AND OTHER PLAGUES.

Culture is THE King!

VERRE ENN TSJERNOBYL!

Petter Stordalen



1 HOTEL

€€€

NORDIC CHOICE

KISS

VALUES

BASIC HUMAN RIGHTS



# ZOE CHANCE

◆  
**NORDIC BUSINESS FORUM**

**LEADERSHIP THROUGH INFLUENCE**



finch  
REDANREDAN on fi



# GARRY KASPAROV

LAST TIME @NBFORUM IN 2015



A DANGER TO RUSSIAN (FRAGILE) DEMOCRACY SINCE 2001

POWER POWER POWER POWER POWER

LET THERE BE WINTER.

POPULAR THEN... "A POLICE BITING REBELLION" TODAY...



THE HEROIC PEOPLE OF UKRAINE

BUSINESS AND POLITICS ARE NOT SEPARATED WHEN DEALING W/ PUTIN.

STOP PUTIN'S WAR!!!

WHY NOT?

"SPECIAL OPERATION" ...

NEGOTIATIONS SIGN OF WEAKNESS

EVIL!

WE MUST HELP UKRAINE IN EVERY POSSIBLE WAY!

(NO MATTER THE FINANCIAL COST)

-THE GOOD COMES IN MANY FORMS

SLAVA UKRAINI!

TERROR BLOOD WAR CRIMES HORROR KILLING

DICTATORS ALWAYS LIE ABOUT WHAT THEY'VE DONE BUT THEY OFTEN TELL WHAT THEY'RE GOING TO DO.



A wounded beast

NORDIC BUSINESS FORUM

RUSSIA MUST NOT WIN.

IT'S ALL BLACK & WHITE. NEVER AGAIN.

simon REDANREDAN

# MARTIN LIND-STRÖM

SOMETHING IS HAPPENING

2004  
FACE-BOOK

HUMAN SACRIFICES OF ALL THIS?

WHAT DOES IT MEAN TO LEADERS?

## NORDIC BUSINESS FORUM

BUILDING A BRAND FOR 2030'S

And:  
THE INTERNET CAME.  
IT SURE DID.

REALITY

ADDICTIVENESS

### METaverse

WHAT IS GOING ON

ON

ETHICS

OWNERSHIP

IN OUR MINDS?

VIRTUAL PLACEBO

METAPHYSICAL

ONE WORD.

SUB-CONSCIOUS

BRAND

-A BRAND THAT CAN BE SMASHED (AND STILL RECOGNIZED)?

1994

"INTERNET IS COMING. IT'S GOING TO BE BIG."

Redan Redan

THE MOST IMPORTANT SKILLS FOR THE FUTURE OF WORK

YUVAL NOAH HARARI

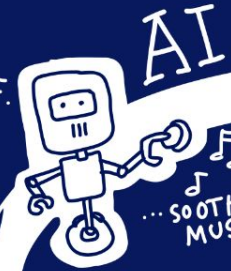
FEAR VS. ADAPTING  
WHAT WILL MY IMPACT ON SOCIETY BE?  
WHICH SKILLS WILL SHE NEED?

- WE WERE AFRAID OF THE STEAM ENGINE, WE STILL ARE AFRAID OF THE CHANGE AND TECHNOLOGY

WELL, NOT MY JOB...



LOOK, I CREATED A PAINTING!



A BAD DAY? LET ME PLAY YOU SOME...  
... SOOTHING MUSIC.

WHILE WE ARE AT IT: LET ME PRONOUNCE YOU MAN AND WIFE..!

AI  
Creativity?   
Empathy?   
Consciousness?   
Intelligence?   
Feelings? (NO.)  
Human weaknesses? (NOPE.)  
HUMAN MIND

REINVENTING ONESELF FOR NEW JOBS



WHAT IF I CAN'T WALK IN A NEW WAY?

UNLEARNING - BEING FLEXIBLE & HAVING THE ABILITY TO SPOT INFORMATION

THE VOLATILE, DIFFICULT & STRESSFUL JOB MARKET OF THE FUTURE



... AND HOPEFULLY SOME DEMOCRACY.

# WHAT BEHAVIORAL ECONOMICS CAN TEACH ABOUT

# INFLUENCE

Zoe Chance

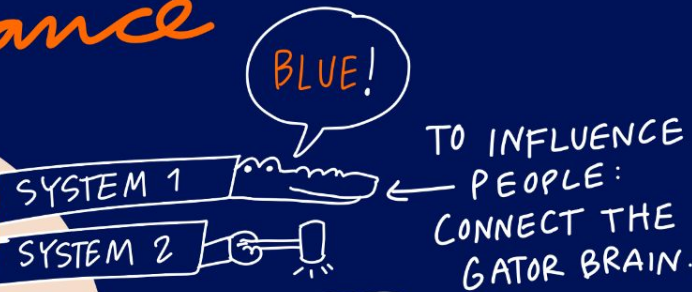


NORDIC  
BUSINESS  
FORUM

Make it  
easy for  
the customer!



THE EASY WAY



Reda Redan

DUNCAN

WARDLE

EMBEDDING A  
CULTURE OF  
INNOVATION  
INTO EVERYONE'S  
DNA

- 1) LIST THE RULES
- 2) PICK ONE
- 3) BREAK THE RULE IN AN **AUDACIOUS** WAY!

I'M SOOO CREATIVE!



WHAT IF?

Reverse

Question



YUP, YOU SURE ARE.

CREATIVITY & CURIOSITY!

2

I HEARD YOU NEEDED A **NAIVE EXPERT?**



YES, DIVERSITY TOO, DUDE!

3



4

BRING IN THE FRESHNESS & BRAVERY!

NORDIC BUSINESS FORUM

Kinda REPANREDAN

# Joseph Stiglitz

WHAT'S AHEAD AND HOW TO DEAL WITH THAT?



ADAPTATION

SOLIDARITY

NORDIC BUSINESS FORUM

THE YOUTH

I WANT TO HAVE A POSITIVE IMPACT!



TRANSFORMATION

DANGER ZONE?

SCIENCE

PLANETARY BOUNDARY

Well-being of the citizens

PLANETARY BOUNDARY

\*DECLINE OF DEMOCRACY

\*ELECTRICITY SHORTAGE

\*RUSSIAN ATTACK ON UKRAINE

\*SELFISHNESS

\*... OH, AND INFLATION, TOO.

Jimbo REDANEDAN