

Craig Rispin, CSP

Business Futurist & Innovation Expert



**SPEAKER
OF THE
YEAR!**



**Know First
Be First
Profit First**

**Innovation:
The Ultimate
Survival Tool**



**How to Think
Like a Futurist**



- **Know First, Be First, Profit First**

Learn about the business, people and technology 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. **See exactly how to profit from the massive changes ahead.**

- **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! Learn how easy it is to create your own self-funding innovation program. See how other great companies, large and small, are using their innovation programs to thrive in today's challenging economy.

- **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. You too can think like a futurist - Craig will teach you futurist systems and methods to help you see potential threats and opportunities that you couldn't see before.

CONTACT: Australia 02 9869 4313 - USA (562) 452-4519

www.FutureTrendsGroup.com - support@futuretrendsgroup.com

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Craig's Bio

Craig Rispin is a business futurist and innovation expert. His expertise is in emerging business, people and technology trends – and how companies can profit from them.

Craig has over 20 years experience working where the future has been created – with some of the most innovative companies in the world in the IT, consumer electronics, internet and broadcasting industries. In fact, Craig got his start much earlier than that – teaching adults about technology and trends from the age of 10 (really)!

He has addressed audiences up to 3,000 on 5 continents and has consulted with CEOs of leading companies worldwide. Some of his clients include: BHP Billiton, Canon, Colonial First State, IBM, Mallesons, NRMA, Sensis, Sportscraft, Symantec, Toyota, the Young Presidents' Organization (YPO) and countless professional industry associations.

Now a keynote speaker, author and innovation consultant Craig shows his clients how to **Know First, Be First and Profit First.**

Why Book Craig for Your Next Event?

- Named "**Speaker of the Year**" by the National Speakers Association of Australia (NSW 2006).
- Over **370 client testimonials** from every industry from agriculture to utilities.
- Craig holds the **CSP designation** from the NSAA & Int'l Federation for Professional Speakers.
- Twice member of the **100% Club** - a perfect speaking score from a global CEO network (TEC).
- He will **set the tone of your event** with a big picture, forward looking, optimistic vision.
- Craig gets **rave reviews from some of the toughest audiences** around the world.

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