

MEDIA RELEASE

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Global futurist describes the future as exponential, sustainable and magical.

The last time Anders Sorman-Nilsson was in Mackay it was 20 years ago as Swedish backpacker.

Now he returns as a Swedish-Australian Futurist ready to explore the region's unique challenges and fork in the road conversations at the Future Workforces Summit.

Anders will be one of the keynote speakers at the Future Workforces Summit on August 9 at The Mackay Entertainment and Convention Centre.

As a global futurist he helps leaders decode trends and decipher what's next and turn provocative questions into proactive strategies.

Greater Whitsunday Alliance (GW3) Interim CEO Kylie Porter said the 'why' for choosing Anders as a keynote speaker for the Future Workforces Summit was because his presentations are meticulously researched, highly energetic and tailored to the audience.

"Anders presentation will be personalised to the future of work in the Mackay Isaac Whitsunday region.

"He travels the world speaking as a futurist and is an active member of TEDGlobal and has keynoted at TEDx in the United States and Australia making him a passionate and engaging speaker on the digital future of the life and work."

Part of his presentation at the Summit will be about how digital is the 'lingua franca of business' – if you don't speak it, it will be very challenging to migrate successfully into the future.

One of the reasons Anders wanted to be a futurist was growing up in a family business which was run in a nostalgic fashion with a big focus on history as opposed to the future, which Anders said was a 'frustrating experience'.

"At an early age I became interested in science fiction and curious how a sci-fi/futurist perspective could help run businesses more creatively and productively."

Anders believes how we start to change our mindset to fully embrace change is to realise that change doesn't care whether you or I like it or not.

"It is always going to happen without our permission.

"Only through internal mindset shifts and a changed/empowered outlook we can make the personal and business adjustments to help steer a profitable and sustainable future path."

When it comes to what work and life will look like beyond 2019, Anders said it is exponential.

He said the future is about combining the best of human intelligence with the best artificial intelligence.

“Human ideas and skills can be amplified and augmented through computing power and this will affect both brawns and brains, blue- collar and white-collar work.

“As humans we have to be competent in interfacing with the digital world and use the tools it has to offer”.

For Future Workforces Summit tickets and full program visit: www.gw3.com.au/summit

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For more information please contact Fallon Drewett 0417727084.