



Aljan De Boer

Head of Inspiration TrendsActive

About:

- **Gender:** Male
- **Languages:** English
- **Travels from:** Netherlands

Engagement Types:

- Speaking

Topics:

- Business Strategy & Growth
- Change Management
- Innovation & Digital Transformation

Biography Highlights

- Aljan de Boer is the Head of Inspiration at TrendsActive – an international trend consultancy, that turns sociocultural trends into actionable strategies to ensure brand relevance.

Biography

About Aljan De Boer

To stay relevant in the future businesses need to understand the changing context they operate in. Understanding impending shifts, when recognized early, can give companies a head start to prepare to take advantage of coming trends or changes in human behavior.

Aljan's presentations offer deep insights and actionable strategies. His presentations are rooted in the social sciences like psychology, sociology, anthropology, and even pedagogy to help organizations truly understand the lives of people. His strategies are based on consulting hundreds of brands and businesses. Both insights and strategies are turned into a trendmodel to guide brands.

Listening to Aljan creates possibilities and opens the mind to what might happen, so that as the future unfolds, you are ready to take action. He provides executives and senior leaders with the practical tools they need

to transform their organizations and to create new opportunities that can make a positive impact in their own business and in society in general.

Aljan works as Head of Inspiration at TrendsActive and runs a global community of 300+ CMOs at the Institute for Real Growth.

Aljan's Topics

Thriving in uncertain times

For many consumers, rising prices have outpaced the invasion of Ukraine as the primary worry, greatly eclipsing COVID-19, and even making some consumers forget about the unfolding threat of climate change. Clearly consumers live in a complex society. Weighing their short and long term needs is a day-to-day task. Understanding how consumers cope with uncertainty whilst investing in sustainable and inclusive growth, has become a prerequisite brands. To find guidance, this presentation taps from social scientific research. It provides an understanding of the human context and changing consumer behavior and how to take advantage of it. It discusses the psychological process of 'turning inwards', it offers a sociological take on 'trust shifts' and provides an anthropological perspective on 'crisis culture'. Please do not expect a summary of academic facts, but rather a useful translation into business strategies. This presentation helps brands to confidently navigate through the turmoil and find smart solutions to satisfy both short and long term changing customer needs.

Available: Virtually

How to contribute to people's search for meaning

This presentation will uncover one of the biggest opportunities (and obligations) for organizations in the coming years: contributing to a meaningful life. How? improve mental wellbeing, build social ties, create transcendent experiences. Long before the COVID-19 pandemic hit our society, people had been reshaping their lives to find more meaning. People are increasingly aware of the importance of mental well-being. However, there are multiple reasons why good mental health is under pressure. Improving people's mental health provides a great opportunity. Same goes for the fundamental need for social connection and the developments that currently influence that need. This presentation will provide context and guidelines on how to become more meaningful.

Available: Virtually

Prepare for the future: why and how to be relevant for Generation Z

In the near future, every organization needs a strategy to be relevant for Generation Z (currently 7 to 24 year olds). That is why this presentation will explain what drives these young people's behavior. And turns it into strategies and opportunities. The warning call here is to go beyond creating cool apps or experimenting with TikTok. The formative years of generation are characterized by global forces such as climate change, polarizing politics and the Covid-pandemic. These forces have a strong impact on the mindset, values and needs of the youngest generation, Gen Z. They want - and expect - the world and brands to move forward. How? That is

the core topic of this presentation. Companies that fail to grasp the profound implications of this shift will find themselves ill-prepared.

Available: Virtually

Speaker Bureaus And Talent Agencies

Aljan De Boer is available to book via these agencies

✔ **Recommended**



Speaking Agency

Agent: Cosimo Turroturro