



Stefan Engeseth
Creative Futurist. Keynote speaker.
Author of Sharkonomics. Guest Professor (NYU Prauge)



*"Stefan Engeseth is really a star and brilliant on stage!
The audience loved his Sharkonomics lecture!"*
LAURI SIPILÄ, CEO, FINNISH MARKETING ASSOCIATION

Sharkonomics — Strategies for attacking market leaders

Sharks are not only nature's most revered killing machines, they are highly strategic and efficient predators. Studying their behaviour and instincts can provide lessons for companies of any size who want to attack the competition.

Stefan Engeseth, author of the new book *Sharkonomics*, argues that taking market share from market leaders is about *being aware, creating presence* and *punching above your weight*. By applying the behavioural traits of the shark, Engeseth has created a number of highly practical business strategies – including striking unpredictably, developing a sensory system, hunting in packs and how to locate blind spots. The more competitive your marketplace, the more effective *Sharkonomics* can be. After all sharks have been evolving for over 420 million years and are still very much the leaders in their space.

Why Sharkonomics?

Quite simply, nature is smarter than the likes of Stanford, Harvard, MIT, McKinsey, Boston Consulting Group, Bain, IBM, Apple and all of the other Fortune 500 companies. In nature, sharks have to move to survive. But in business most market leaders remain static, because they are stuck in history – and eventually they become shark food. Sharks don't perform by

producing endless Power Points; they take chunks out of market share. *Sharkonomics* will reveal how the logos of market leaders will have more chunks taken out of them than a seal after a shark picnic.

It's not just about attack

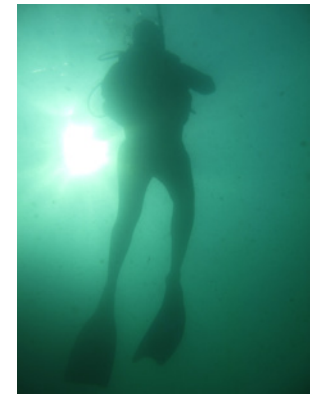
Sharkonomics also includes tactics for companies to defend themselves against attack. It is important to state that *Sharkonomics* is inspired by nature; Engeseth's intention is not to spread fear – except perhaps in boardrooms!

"Finally something new and fresh! Straight to the point!"
TONJE ELISABETH AAROE, INDUSTRY MANAGER,
GOOGLE



Deep research

Stefan, the author of Sharkonomics, dived with sharks in South Africa as part of his research for the book!



"[Stefan Engeseth] describes the attack strategies of a shark, but respects the intended victims enough to show how they can defend themselves. A stimulating read!"
PROF. PHILIP KOTLER

"You are swimming with sharks and you may not even know it. Stefan is your guide to not only surviving Sharkonomics but thriving in these adventurous economic waters."
BRIAN SOLIS

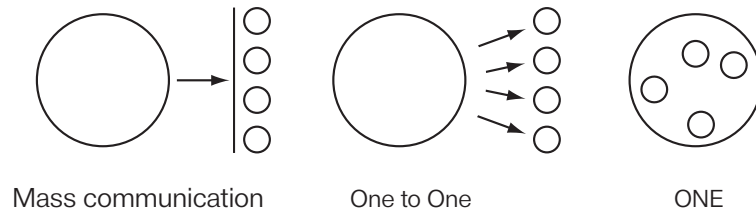
"Stefan Engeseth draws creative parallels to the world of nature and sharks and provides a fresh look at business and defence tactics. Sharkonomics is not to be missed!"
MERCY OLSSON
MARKETING AND COMMUNICATIONS DIRECTOR
NOBELPRIZE.ORG



www.Sharkonomics.com

Design thinking and co-creation by ONE

We are facing a consumer revolution. We need to let consumers into the process of creating new products and services. The gap between what a company promises and what consumers experience has never been larger. Some companies are making billions by working with consumer power. The ONE concept shows how that can be achieved.



*"The book ONE is about one of today's hottest topics
– how companies can benefit from the energy of the consumer."*
INTERNET WORLD

What is new and original in the ONE concept?

We are facing a consumer revolution that can not only break companies, but break whole economies. ONE is all about making consumer power work for you (not against you). We need to let customers into the process of creating new products, services and profit (design thinking and co-creation). Make consumer power work for your company instead of against it.

What are the marketing problems for which the ONE-lecture will answer?

Consumers will not be reduced to binary notes in a laptop computer. The media consequently devotes more and more of their attention to discussing and reporting on consumer issues. Disenchanted consumers are turning their backs on brands they favoured only yesterday. How some companies are marketing it big, without spending so much as a penny on advertising.

Which measurable business results does ONE delivers?

The customers are the most important assets. Transform your company into a customer-focused one. Get business results by letting your customers into the process of creating new products, services and profit.

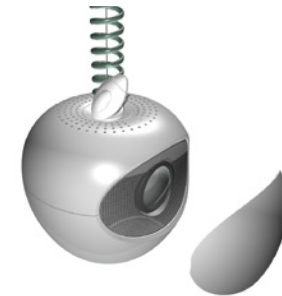
Recommended audience by function/position.

Management, Social Media, Business development, IT/CRM, Marketing, PR, communication, information. The ONE lecture and concept will appeal to all companies with customer/consumer relations.

Increasing your creativity by Detective Marketing™

Stefan Engeseth's book, Detective Marketing, has been hailed by both marketing professionals and the general public as a landmark work in using creativity in the world of business. Distilling five years of work in one lecture, it's easy to understand why his ideas often make the news. Stefan was one year ahead of Coca-Cola: he asked, why not distribute goods such as milk and Coca-Cola directly to the consumer's kitchen faucet? A pipe dream? Coca-Cola didn't seem to think so. One year after the publication of his book, The Coca-Cola Company announced a pilot project for just such a Coke on-tap alternative in New York. It made headline news in **THE SUNDAY TIMES** and world press. Few business leaders have time to read and use complex theories; they're looking for inspiration rather than instructions. A detective in business searches for needs and patterns while the marketer communicates. At the meeting-point of these two, a framework of communication between the sender and the receiver is created.

The lectures are full of innovative ideas, from future-oriented to those bordering on the far-fetched. Get *out* of the box and *in* to new ways of working. Stefan even presents the idea of letting the product work as a medium.



What if Apple could make a projector to resemble an actual apple?



"Some really good examples of business metaphors"
TOMPETERS!

Biography, Stefan Engeseth

Stefan Engeseth – Guest Professor, Shark Diver and Speaker.

All his life he has seen patterns of the future and been called the 'Creative Futurist.' Over the last 20 years, he has spotted and seen the future over and over again. He is often described as one of the world's leading experts and speakers in his field.

Besides diving and speaking, Stefan is also the founder and CEO of Detective Marketing – a consulting firm that helps companies around the world find new business opportunities in areas such as strategy, business development, and trendspotting.

Stefan uses scenarios from companies such as Apple, CNN, Sony, GM, Google, Coca-Cola and Spotify to illustrate the enormous potential of all companies.

Over the years, Stefan Engeseth has worked as a speaker and consultant with international companies and Fortune 500 corporations. Regardless of the brand favoured by customers, common sense remains a useful competitive tool. His lectures have become extremely popular because they are stimulating yet easy to digest and use.

Speech Topics

- Sharkonomics — Strategies for attacking market leaders
- Design thinking and co-creation by ONE
- Increasing your creativity by Detective Marketing™
- Workshops and action-workshops



"Terrific lecture!"
WRIGLEY

"The best-evaluated speaker."
RETAIL SUMMIT IN PRAGUE



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