

HENRY COUTINHO-MASON



Henry Coutinho-Mason is obsessed with sharing non-obvious perspectives on the biggest question in business: "what will people want next?"

Henry has written two books on future trends and innovation – *The Future Normal: How We Will Live, Work & Thrive In The Next Decade* (Ideapress, 2023); and previously *Trend-Driven Innovation* (Wiley, 2015), the guide underpinning TrendWatching's research and content that is used by 100,000 B2C professionals.

As a speaker, Henry has given more than 200 inspiring and actionable keynotes & workshops in 30+ countries – from multiple appearances at SXSW, to repeat bookings from global leadership teams at J&J, Calvin Klein, Mastercard, the Tata Group, and many more. He is also a guest lecturer at HEC business school in Paris.

His latest project is VisuAlse Futures, an interactive, 'multiplayer' keynote that allows audiences to co-create visions of the future, live during the session; offering workshop-style engagement and strategic insights at keynote scale.

Based in London, he helps clients understand emerging trends and innovation opportunities, with a particular focus on designing people-first AI strategies,

Henry has been quoted as a trend expert in The Guardian, the FT, HBR, AdMap, The New York Times and The Economist, and has appeared on television networks such as CNBC, the BBC and Brazil's Globo News.

As co-founder of 3Space, Henry is also an award-winning social entrepreneur. With its innovative solution to generating social value from empty commercial property, 3Space was commended in Fast Company's World Changing Ideas and won the European section of the FT/Citi Urban Ingenuity Awards.

Fun fact: he was once also included in GQ's Most Connected Men in Britain list!

CLIENT TESTIMONIALS

[Click to view Henry's Talkadot profile for his latest feedback \(1,000+ ratings!\)](#)

"Thank you for bringing fresh ideas to this team of smart, motivated people."

— VP Executive Leadership Development, HP

"One of the stand out sessions of the day. [It] stood out for its clarity and simplicity. It not only enlightened but also created a sense of urgency."

— Head of Customer Centricity, Tata Group

"Inspiring, energetic, and entertaining. Henry's session for 2,000 senior executives from a Fortune 100 healthcare company received the highest rating from the attendees."

— SVP Head of Strategy, Cramer

"We witnessed something truly bold: during his keynote [Henry] turned the TTX conference into a sandbox for experimentation with AI. Henry invited each member of our global audience to sketch what they'd work on if they had limitless resources, and then leveraged AI to bring that vision to life. He had never attempted this experiment with as many people as we had watching at that moment. The results were staggering. In a matter of moments, hundreds of ideas on how to change our world for the better were displayed, including visuals, mock podcasts describing the ideas and their benefits, white papers and even the pros and cons of each. This wasn't just about technology: it was about collaborative learning, democratizing innovation and showing how AI can unlock new agile possibilities — personally and collectively. Huge thanks to Henry and the entire TTX team for taking a chance and making MetLife the launchpad for this kind of thinking. We're proud to be the sandbox — and even prouder of what's being built inside it."

— EVP & Head of Global Technology & Operations, MetLife

"I spent a long time looking for a great speaker on AI, and Henry came highly recommended. His humor disarms the audience and creates an openness to learn. It's rare to find someone who can make AI feel accessible and exciting, rather than overly technical and threatening. We received exceptional feedback about Henry's session, with people loving how tailored the session was to our industry, as well as the interactive element. Thank you!"

— SVP Sales, Hosts Global

"Henry has spoken at several engagements to inspire innovation within our business and I can highly recommend him."

— VP - International Markets, Marriott

"It was an excellent experience. From the run up to our event where Henry spent a lot of time understanding the audience and our business to tailor the content. The session itself was a huge success; the audience were super engaged, entertained and everyone learnt something new. His session prompted a lot of positive feedback and discussion afterwards."

— Global Marketing Director: Digital & Media, William Grant & Sons

“Henry was our closing keynote and kept the attendees engaged until the very last minute. His presentation was fresh, engaging, and informative and he spent the time in preparation asking about our industry and the goals of our event to make sure that the presentation was perfectly tailored. Would recommend for anyone looking for a great speaker!”

— Founder, Fitness Technology Summit

“Henry was recommended to us and he didn't disappoint! Despite the short notice, Henry spent time on the phone with me to perfectly understand our audience and tailor his talk to what L&D cares about.”

— CMO, Thrive

“I booked Henry as a keynote speaker after hearing him speak at another event earlier in the year. He came well-prepared and had tailored the content to our audience of media industry professionals. It's no surprise that his powerful presentation was chosen as the most popular session of the day!”

— Festival Director, THIS

“Henry was incredibly professional and responsive. He tailored his message to our group and even joining us remotely (which can be difficult) he was very engaging. Attendees repeatedly shared that he was one of their favorite AI speakers yet!”

—Director, Client Strategy, Augeo Experience

“Having booked Henry to speak at 4 of my events now, I know he's always easy to work with and popular with audiences. But his new AI session completely blew everyone away! In just 20 minutes, everyone saw their ideas come to life in a very powerful way. And then he was able to share the key themes from across the entire audience. People were raving about how non-threatening he made AI, while we've got some great insights to share back with the GRIF community. To quote Henry's book – his session felt like the future normal!.”

— Founder, Global Restaurant Investment Forum

KEYNOTE PRESENTATIONS

Trends: The Future Normal: Key Emerging Trends in [your industry]

Henry's signature talk is a fast-paced dive into the key trends that will present innovation opportunities for your audience in the near future. The current versions of this keynote draw from Henry's new book, *The Future Normal* (written with 3-time WSJ bestselling author Rohit Bhargava and released in early 2023).

While the title might have remained a constant during his 10-year stint as CEO of TrendWatching, every session is unique thanks to Henry's ability to bring in the newest and most insightful local and industry-specific case studies.

One event organizer who booked Henry to speak to 2,000 senior executives from a Fortune 500 company in Las Vegas described his keynote as "inspiring, energetic, and entertaining" – three words that are regularly reported on his feedback forms.

Audiences love Henry's:

- Uniquely global and cross-category perspective and insight.
- Clarity and structure of the presentation – to connect what's happening today with what it means for tomorrow.
- Ability to show examples that lie outside of their day-to-day yet are always highly relevant.
- Irreverent and accessible style.

People leave with:

- A notebook full of innovation ideas! Inspired by relevant, real-world innovation case studies to use with their teams or clients.
- Actionable insights into how those innovations will change what their customers will want next.
- Empowered to become a trend spotter themselves.

NEW! VisuAlse Futures: An Interactive AI-powered Event Experience

It's one thing hearing someone talk about the power of AI. It's another thing to have your audience experience it.

Live and in-the-moment. Together.

Henry's new interactive AI experience transforms the keynote format from something that people sit through, into a visceral personal and collective 'a-ha moment' that will live long in the memory of every participant.

But don't mistake this session for just some fun 'AI theater'.

Its real magic comes when Henry uses AI to analyze the generated images and unlock the collective intelligence of your audience – turning your next event into a powerful source of insights, just delivered faster and in a far more engaging format than any slow and expensive consultancy project!

You already know that the future of your organization depends on using AI effectively. This session won't just transform the way your people think about AI, it will energize them to explore and seize the opportunities it presents.

Audiences love Henry's:

- Innovative integration of AI into the keynote experience.
- Ability to make the concept of AI augmentation deeply personal.
- Demonstration of how AI will transform corporate strategy and culture.

People leave with:

- A radically new and optimistic perspective on AI and its implications.
- Images that they have personally co-created with AI!
- A personalized AI-generated assessment & launch guide for their idea.
- Shareable visual artefacts & reports, analyzing the collective future vision of the audience.
- A post-event Ideas Portal, capturing & categorizing everyone's ideas.

Note:

- This experience works with small groups (i.e. to visually expose leadership alignment, or not!), right up to 1000+ audiences (e.g. at company offsite or customer events)
- It can be also done in as little as 15 minutes as a powerful icebreaker, or following a traditional keynote on the latest people-first AI trends (see below).

Learn more: <https://henrycoutinho-mason.com/visuaise-futures-experience>

Designing A People-First AI Strategy

This year it's AI. Before that, it was the metaverse, web3 and crypto. And before those, it was social media and mobile. During his 15-year speaking career, Henry's talks on how to think about new and fast-moving technologies have been enthusiastically received by executive audiences.

Henry's approach is a deceptively simple one – don't only focus on what's changing; instead identify what *won't* change for your customers. What are the basic human needs and wants that your customers will still look to your organization to cater to a decade from now?

So instead of talking solely about novel technologies themselves, Henry talks about the underlying relevant basic human needs they speak to – from convenience to transparency, and from empowerment and creativity.

This deeply human-centric view of technology might seem obvious, but Henry's talks present a view of the world that is both fresh and compelling. More importantly, it's an accessible and practical approach that audiences can take back into their organizations in order to think strategically about the long-term implications and opportunities that AI will present.

Audiences love Henry's:

- Ability to cut through the BS! And show how to connect what's happening today with a long-term roadmap for their organization.
- Fresh perspectives on well-known topics – both the focus on basic human needs and the relevant innovation case studies.
- Down-to-earth and accessible style that engages the audience as equals.

People leave:

- Feeling empowered and inspired, rather than nervous!
- With a clear strategic framework to use with their teams.
- Armed with current best practices (and some entertaining stories about the most niche use cases, too!)

Innovation Mindset: How To Look To Other Industries and Markets To Anticipate – And Stay Ahead Of! – Your Customers' Future Expectations

The conventional ways of knowing what your customers will want next (such as using ever bigger datasets or qualitative research) are barely fit for purpose in a world that is ever more volatile, uncertain, complex, and ambiguous.

This terrifies most executives, but there's a silver lining. It *is* possible to understand the direction of future trends and the opportunities they present, by looking at the very disruptive startups and game-changing innovations that create such volatility. How are these new innovations changing customer expectations? And how can you get ahead of your competitors by catering to those new expectations?

Based on Henry's first book *Trend-Driven Innovation*, this talk unpacks the theory of how to become not just a trendspotter, but a trend *doer*. And while this theory forms the basis of TrendWatching's research, content & products which are used by 100,000 B2C professionals at hundreds of the world's leading brands, this is miles away from being a dry, data-driven speech.

Instead, Henry brings in a unique and entertaining mix of global innovations examples to show exactly how the audience can spot what's coming next.

Audiences love Henry's:

- Focus on basic human needs as a strategic imperative.
- Integration of real-world innovations, to bring the theory to life.
- Down-to-earth style that is accessible and highly practical.

People leave with:

- A new way of seeing the world!
- Tips and tricks on how to embed a culture of trend-driven innovation in your organization.