Andrew Vorster

Innovation Catalyst
Keynote Speaker
Storyteller

Having spent over 30 years driving innovation across a wide range of industries, Andrew has built up a reputation as a passionate innovator and disruptor.

As a published author with a background in research and a qualification in foresight, he is best known for inspiring audiences "*to be more innovative*" through his briefings, keynotes and workshops in his his work as an Innovation Catalyst.

He firmly believes that innovation is critical for an organisation's success and that it is vital for everyone to understand how they can be more innovative in everything they do, as opposed to (just) having an innovation department. Successfully weaving his personal experience and on-going research into the impacts of change and emerging technology trends on society, industry and leadership into colourful narratives, he delivers inspiring sessions that motivate audiences into action.

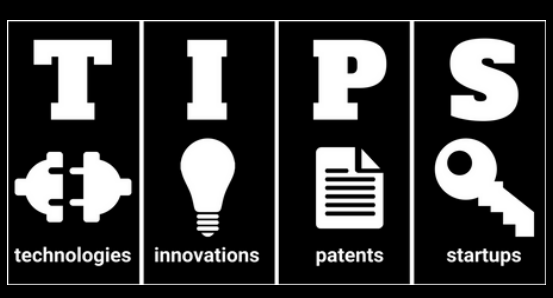
"He kept it interesting and entertaining while delivering expert advice"
- CEO

"Embodies the art of disruption"
- Director

"Crisp and uncompromised insight on scenarios for the future"
- Director

"Thought provoking insight"
- COO

"A storytelling alchemist"
- Conference Producer



Andrew spends the the majority of his time scanning and scouting for changes in the TIPS, Technologies, Innovations, Patents and Start-ups, behind the trends driving new business models and consumer behaviours, using these to help people envisage a wide range of multiple possible futures, thereby influencing strategic direction and future vision.

Andrew does not work off a set script and every single keynote is unique and tailored for the specific audience and event. There are however 2 main types of sessions he delivers:-
"What is going on right now?" sessions covering current disruptive trends and signals
"How to be more innovative?" sessions covering innovation process, method and myth

What?

These high energy, fast paced keynotes based on Andrew's ongoing Research and Horizon Scanning activities, are continuously updated and packed with examples and anecdotes of the primary forces driving consumer behaviour change and disrupting business models.

Andrew aims to open the audience's minds to "the art of the possible" by taking a look at the current and emerging technologies, innovations, patents and startups and calling upon the audience to contemplate 3 core questions:-

1) What? - what are the trends driving change in business and consumer behaviour? What has changed since you last saw or heard about them?

2) So What? - what are the implications of these drivers of change? What will be the impact on your organisation, industry and society in general?

3) Now What? - now what should you be doing about it?

How?

Andrew brings the entire Innovation Ecosystem to life in this colourful session where he draws parallels between the process of innovation and the process of alcohol distillation in a Moonshine Still. Having personally commissioned a children's book illustrator to bring his metaphor to life, this is guaranteed to be nothing like you've ever seen before!

Topics covered include:-

- where does innovation take place?
- who should be involved in innovation?
- sources of innovation inspiration
- the need for both art and science
- dealing with resistance to change
- the fear of the unknown
- the facts about failure
- the benefits beyond the obvious
- and much, much more

This session will open your audience's eyes to the breadth of opportunities for them to be more innovative in everything they do and will inspire them into action - truly "igniting your innovation initiatives".

"You hold the keys - don't wait to read about the future as history made by someone else"

- Andrew Vorster