

2026/2027 EDITION

ROHIT BHARGAVA

Non-Obvious Keynote Speaker

Innovation, Trends, Marketing, AI, Trust and the Future

FOR EVENT PLANNERS

Overview of topics, keynote descriptions and more ...



To check availability, contact Renee Strom - renee@nonobvious.com | +1 612 281 4517

Watch Rohit's 2026 Speaking Trailer video at www.rohitbhargava.com/speaking

Non-Obvious Keynote Speaker - Overview

Speaking Topics: Innovation, Trends, Marketing, AI, Trust and the Future



ROHIT BHARGAVA is the 3-time *Wall Street Journal* bestselling author of ten books and has delivered sold out keynote presentations and workshops for audiences in 32 countries. Event planners and audiences have described Rohit as “a rare mix of **scary-smart and super engaging**,” and “a master at weaving stories together.” Once he was even described on Twitter by an attendee as “**hilarious**, like a social media savvy Robin Williams.” He is the perfect choice when you want to bring a **diverse outside perspective** from an engaging speaker who has real practical experience with relevance to your industry, a **unique point of view**, and a delivery style that **blends inspiration with action**.

#1
WALL STREET
JOURNAL
BESTSELLER
USATODAY
BESTSELLER



To check availability / rates, contact Renee Strom - renee@nonobvious.com | +1 612 281 4517 | www.rohitbhargava.com



KEYNOTE #1: THEMES – MINDSET + CREATIVITY ROHIT'S SIGNATURE TALK!

How To Be A Non-Obvious Thinker (And See What Others Miss)

Break free of conventional thinking and be more creative. What is the secret to being more innovative every day? For the past decade, Rohit Bhargava has advised some of the most pioneering organizations in the world from NASA to Disney on how to see what others miss. This keynote will reveal his signature four-step method to having better ideas. The future in an AI world belongs to Non-Obvious Thinkers and this is your guide to becoming one.



KEYNOTE #2: FUTURISM, TRENDS AND DISRUPTION MOST POPULAR FOR 2026-2027 EVENTS!

5 Non-Obvious Trends Shaping The Future Normal

Anticipate the future and learn to leverage world changing trends. What are the non-obvious trends shaping the future? In this candid and fast-paced session based on the bestselling book that has inspired more than 1 million readers, trend curator Rohit Bhargava will spotlight 5 world-changing trends that matter. This is a pull-no-punches, always entertaining, constantly surprising, highly actionable (and deeply non-obvious!) glimpse into what the future will look like ... and what you can do to win.



KEYNOTE #3: MARKETING, SALES & STORYTELLING

The Art and Science of Non-Obvious Marketing (In A Skeptical World)

Be more believable, build trust and stand out from the competition. We are living through a modern believability crisis. To win in a skeptical world, you need to be more human. This funny and insightful keynote from award-winning marketing expert Rohit Bhargava will reveal the five secrets for earning attention in a world filled with distractions. Through a digestible collection of purposeful stories, Rohit will shine a spotlight on what actually works to command attention, build loyalty and generate real results.

KEYNOTE #4: ARTIFICIAL INTELLIGENCE, TRUST & LEADERSHIP NEW 2026-2027 DISRUPTION TALK!

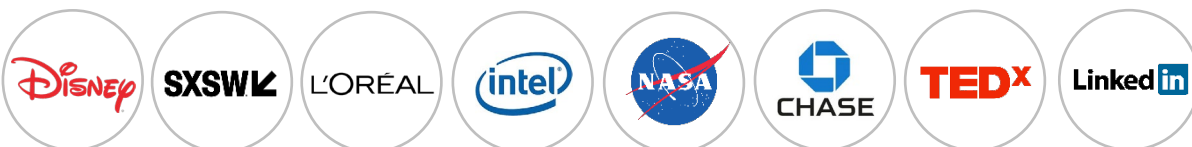
How To Use Non-Obvious Thinking To Thrive In An AI-Disrupted World

An optimistic talk on what it takes to adapt and win in a transformed world. How do we find the right balance between going irresponsibly deep on AI and letting the future pass us by? Based on a decade of research into trends and innovation, this highly optimistic talk will reveal how each of us can survive and thrive by shifting the way we think about AI. Inspired by stories of companies and leaders getting it right, this clear-eyed talk will remind you why in times of disruption, non-obvious human ideas still matter most.

WORKSHOPS +
MASTERCLASSES
ALSO AVAILABLE!

Learn more, watch videos and read Rohit's “non-obvious” FAQ at www.rohitbhargava.com/speaking.

EXAMPLES OF
PREVIOUS
CLIENTS



WHAT THEY'RE SAYING ABOUT ROHIT'S TALKS ...

2026 AUDIENCE FEEDBACK

2026 FEEDBACK SUMMARY

10,247
5-STAR RATINGS

42
TOTAL TALKS

Attendees Find Valuable
99%
of 10247 attendees over 42 events

"Great speaker, valuable information.
One of the best sessions so far!"



DIANA
QSP Summit Portugal

"Book Rohit! Everyone
needs to hear him once!"

ANNIE
AMA Higher Ed Summit

"I want 20 MORE minutes!"

NATASHA
YPO Moonshot Summit YPO

"Super engaging with lots of great tips I
can begin implementing immediately."

"Engaging, entertaining, memorable!"

KATIE Farm Credit Council

"Inspirational!"

RUTH
Disney+ TV Workshop

"It was a positive way to see the future!"



KARLA
LinkedIn Global Talent Conference

TIAGO
Brasil Oil & Gas Convention



"Would love to see you on
stage with Hasan Minaj!"

HARINI
Milliman Client Summit

"Great session for getting
out of your head."



PATRICK
Coca-Cola / National
Restaurant Association

"Engaging and made me forget I was tired.
😊 Awesome session!"



MELISSA
HP Global Sales Conference

"Engaging and inspirational with the
right amount of humor!"

"Jedi mind tricks!"

KAVEETA
Hogan Lovells Client Summit

"Enlightening and insanely creative."



RISHA
Syneos Health Conference

"A session that cuts through the noise!"

"Outside the box. Really
made me think deeply."



BRIAN
Pizza Hut Franchise Meeting

"Amazing how he
entertains the crowd!"



CAROL
National Association of Realtors Conference



NATALIA
SXSW Austin

"Great ideas. Loved his
practical optimism!"

"It was eye opening, informative and motivating. The enthusiasm and passion
for people and unconventional thinking was very apparent. Great talk!"



KEVIN
Constellation Energy Summit



HALEY
LinkedIn Global Talent Conference



What is it like to work with me?

The truth about keynote speakers is that most of them have big egos. To some degree, it's what we get paid for. But too often that translates into becoming a difficult person to work with. My speaking style is authentic and down-to-earth. I have been described as warm, genuine and approachable. That starts with how I work with event professionals. I take time to prepare and understand a client's business and prepare deeply with pre-reads and research. I stick around to meet people instead of rushing to catch a flight. I try to create more value for an event beyond the stage. Most of all, when I'm there, I'm focused, present, kind, unassuming and generally try to be as "low-maintenance" as possible. My goal at every event is to be the most engaged speaker you've ever had.

5 USEFUL AND PROFESSIONAL FACTS ABOUT ROHIT ...

- 3-time WSJ Best Selling Author of ten business books on marketing, trends, trust, leadership and the future.
- Former brand strategist and early digital pioneer at Ogilvy and Leo Burnett working with dozens of large brands.
- 2 Time TEDx Speaker invited to speak at over 500 events in 32 countries around the world.
- Entrepreneur and founder of multiple successful startups including Ideapress Publishing & Non-Obvious Company.
- Professor of Marketing + Storytelling at Georgetown University in Washington DC.

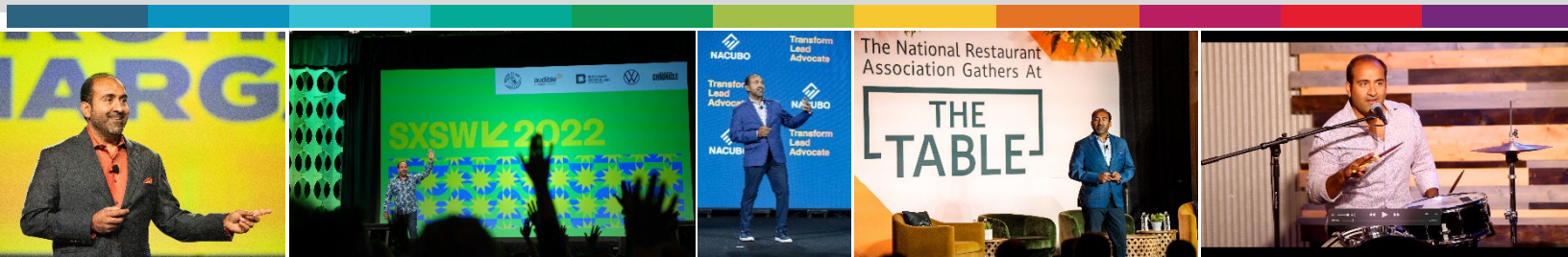


5 USELESS AND TRIVIAL FACTS ABOUT ROHIT ...

- Majored in English at Emory University with a focus on Shakespearean Studies and Irish Poetry (seriously).
- Loves the Olympics – and has been to 6 so far!
- Actively hates cauliflower.
- Is a dual citizen of the USA and Australia (fair dinkum!).
- Has a popular Instagram channel with over 3 million views all about non-obvious ideas, places and people

ABOUT ROHIT BHARGAVA – BIOS

To see full gallery of headshots, visit www.rohitbhargava.com/speaking



ABOUT ROHIT – THE SUPER SHORT BIO

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time WSJ bestselling author of ten books, has headlined events in 32 countries and is the founder of two successful businesses.

ABOUT ROHIT – THE “TIGHT ON SPACE” BIO (UNDER 100 WORDS)

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time WSJ bestselling author of ten books on marketing, innovation, trends and the future including his #1 bestseller Non-Obvious Megatrends. Rohit has been invited as a “non-boring” keynote speaker to events in 32 countries and his online videos have been viewed over 3 million times. He is a regular contributor to Entrepreneur magazine and his popular Non-Obvious Podcast is in its 6th season. On a personal note, he loves the Olympics, actively hates cauliflower and is a proud dad of boys.

ABOUT ROHIT – THE “SUITABLY IMPRESSIVE” BIO

Rohit Bhargava is on a mission to inspire more non-obvious thinking in the world. He is the 3-time Wall Street Journal & USA Today bestselling author of 10 books and is widely considered one of the most entertaining and original speakers on trends, innovation and marketing in the world.

Rohit has been invited to deliver “non-boring” keynotes and workshops in 32 countries around the world to change the way teams and leaders think at the NASA, Intel, LinkedIn, HP, Chase, Disney, and hundreds of other well-known organizations.

Prior to becoming an entrepreneur and founding the Non-Obvious Company and Ideapress Publishing, he spent 15 years leading marketing strategy at advertising agencies including Ogilvy and Leo Burnett where he advised global brands on human behavior, marketing and storytelling. Outside his speaking and consulting, Rohit has taught persuasive speaking and global marketing as an adjunct professor at Georgetown University.

Rohit is frequently quoted in the global media and is a regular contributor to Entrepreneur magazine on non-obvious ideas. His popular Non-Obvious Show podcast is in season six and his online videos have been viewed more than 3 million times. Rohit lives in the Washington DC area with his wife and is a proud dad of two boys. He loves the Olympics (he’s been to six so far!) and actively hates cauliflower.

ABOUT ROHIT – THE “GIVE ME THE WHOLE STORY” FULL BIO

(YOU ASKED FOR IT! TOO SMALL TO READ? GO TO WWW.ROHITBHARGAVA.COM/SPEAKING TO READ THIS ONLINE)

Rohit Bhargava is an innovation and marketing expert, facilitator, and entertaining keynote speaker. After graduating with an English major and studying screenwriting and poetry at Emory University in Atlanta (where he began his lifelong love of the Olympics in 1996), Rohit moved to Australia in 1999 at the start of the dot com boom and began what would become a successful 15 year career as a brand and marketing strategist in the world of advertising and marketing (a perfect place to translate his love of writing into business).

While working at two of the largest agencies in the world (first Leo Burnett in Sydney and then Ogilvy in Washington DC), Rohit built his career during a pivotal time in business when digital tools were just emerging, social media was new and a growing understanding of behavioral science was changing the way marketing was practiced. In 2004, Rohit became an early adopter of social media and started writing a marketing blog that was quickly named one of the top 25 blogs in the industry, according to Ad Age magazine.

Across the past 25 years, publishing thousands of articles and insights, he has continually introduced new groundbreaking ideas to the marketing world—from first inventing the concept of social media optimization (SMO) to publishing a manifesto for content curators that is now widely used in digital marketing classrooms at Universities across the world. Once, he even sat in a meeting where a newly minted “senior digital strategist” explained the concept of SMO back to the room. As Rohit wrote the day after, “I should probably be honored. Having my own ideas quoted back to me a kind of flattery, right? At least now I know what being mansplained to feels like.”

The growing popularity of his blog earned Rohit his first book deal in 2008, a traditional publishing offer from McGraw-Hill to write *Personality Not Included*. The book was not a huge commercial success but was critically acclaimed and won a prestigious Gold Atticus award. It was also adopted and used by many senior business leaders trying to make their organizations more authentic (one keen reader spotted the book in a *Businessweek* magazine article photo on the desk behind former Yahoo CEO Marissa Mayer!).

His next three books were increasingly successful (the second with another large traditional publisher and his third and fourth being self published). After these experiences and thanks to his growing popularity as a keynote speaker, Rohit left his role at Ogilvy in 2014 and along with his wife Chhavi founded a new independent publishing company called Ideapress Publishing to publish his fifth book, *Non-Obvious*—which became an immediate Wall Street Journal bestseller. The book evolved from his popular annual *Non-Obvious Trend Report* that he started back in 2011 which had been viewed or shared over a million times annually and would eventually become a decade-long series of books and trend insights.

The series culminated in 2020 with the international bestseller *Non-Obvious Megatrends*, which hit #1 on the Wall Street Journal bestseller list and the USA Today bestseller list. To date, the entire series has been read or shared by millions of readers and won more than 35 international book awards including recognition by the prestigious Leonard L. Berry Marketing Book Award, the Eric Hoffer Business Book of the Year, a Gold Medal in the Axiom Awards and the Pencraft as the Book of the Year.

After wrapping up his signature trend series, during the pandemic Rohit continued his trend research while also pivoting to delivering virtual keynotes, launching a popular weekly interview show and co-hosted an ambitious virtual summit that brought together more than 200 speakers to talk about how to build a more diverse and inclusive world. That effort inspired a new collaboration with well-known DEI expert Jennifer Brown to co-author a book called *Beyond Diversity* in 2022 which also hit the WSJ bestseller list.

Turning back to his popular trend research, Rohit started a multi-year (and ongoing!) collaboration with British futurist Henry Coutinho-Mason to interview and research some of the most groundbreaking work from scientists and entrepreneurs imagining a better future. These conversations and insights all came together in a book which he published with Henry after three years of research in 2023 (with an updated paperback edition just launched in 2025) called *The Future Normal*. The book featured 30 trends and cultural shifts shaping our world in the next decade and was a Grand Prize Finalist in the Hoffer Book Awards.

His newest book is a collaboration with pioneering venture capitalist Ben duPont. Their new book *Non-Obvious Thinking* offers a proven method for how anyone can have better ideas and learn to see what others miss and has already won several business book awards.

Outside his writing and research, bringing the insights from his books to live and virtual events a keynote speaker, Rohit has been invited to deliver his signature “non-boring” keynote talk at some of the most forward-looking organizations and stages in the world including Intel, NASA, Disney, JP Morgan Chase, L’Oreal, LinkedIn, Microsoft, American Express, CES, SXSW, the World Bank, Coca-Cola, NBC, Pfizer, AARP and hundreds of others in 32 countries around the world. Along the way, he has inspired diverse audiences ranging from social workers to AC repair professionals, family foundations to beauty industry executives. Rohit’s gift is making his talks relatable to any audience on a human level.

At SXSW in particular, the long lines outside his popular Featured Session talks every year for six years running have wrapped around the entire Austin Convention Center (before it was sadly demolished this year to make way for a new building!) and down the stairs to the lower level. After his packed session one year, an attendee tweeted after his talk that “he’s no Beyonce, but definitely worth standing in line for.” It’s one of Rohit’s favorite after-talk endorsements. He is indeed no Beyonce, but his sessions are still pretty darn entertaining.

Outside of his time on stage, Rohit also spent more than a decade years teaching popular oversubscribed courses on storytelling, persuasive speaking and marketing at Georgetown University in Washington DC. In academia, he has also been invited to deliver guest lectures at many other prestigious schools including Stanford, Wharton and was even honored as the featured alumni speaker to help launch a new Innovation Center at his alma mater - the Goizueta Business School at Emory University in Atlanta.

The most consistent connection for his fans and followers has continually been his popular *Non-Obvious Insights* email newsletter that he has written regularly every Thursday for the past ten years. Recently, the *Non-Obvious Insights* Newsletter was honored by the Webby Awards (the Internet’s highest honor) as the Best Email Newsletter, alongside winning newsletters from the New York Times and CNN. Rohit also began hosting *The Non-Obvious Show* podcast which is now in its sixth season and quickly becoming just as popular as his newsletter and has already featured interviews with many iconic business thinkers including Dan Pink, Beth Comstock and Guy Kawasaki. Over the past year, his “non-obvious” videos have also gone viral online on Instagram and TikTok with more than 3 million views and counting ... so yes, he supposes you can call him an influencer now, though he’s still waiting for those gratuitous invites to stay at five star luxury resorts for free. Maybe 2026 will be the year it happens ...

Thanks to his years of sharing insights, Rohit has been recognized alongside visionary business leaders like Sir Richard Branson and Tom Peters as a “Top 100 Thought Leader In Trustworthy Business Behavior” and was named by global recruiting firm Korn Ferry as one of the “Most Influential South Asians In Media and Entertainment.”

On a personal level, Rohit is married and lives with his wife and two boys in the Washington DC area. He is a lifelong fan of anything having to do with the Olympics (he’s been to six so far with plans to be at LA 2028!) and actively hates cauliflower (yuck!). Outside of work, Rohit believes that the most entertaining and impactful job he will ever have is being a great dad and teaching his two boys to be kind when no one expects it, curious about the things others take for granted, and confident enough to change the world.



ROHIT BHARGAVA

*Innovation & Marketing Expert
Non-Obvious Keynote Speaker
Founder, Non-Obvious Company*

For speaking appearances, contact Renee Strom:
renee@nonobvious.com | +1 612 281 4517

- ✓ **Trusted By Leading Brands.** Award winning keynote speaker with recent invitations to speak at the Consumer Electronics Show (CES), Global Communications Forum in Davos, multiple TEDx events, SXSW and at private executive and team events for large brands around the world including Coca-Cola, LinkedIn, KFC, Chase, Disney, Amex, Schwab, NASA, L'Oreal, Marriott and dozens of others.
- ✓ **Award Winning Author.** 3 time *Wall Street Journal* bestselling author of ten books that have been read or shared over a million times and won over 50 awards, including a Gold Atticus award, the Axiom Gold Medal, the Pencraft Book of the Year, and the prestigious AMA Leonard Berry Marketing Book Prize.
- ✓ **Viral Non-Obvious Content Creator.** Rohit's Instagram + TikTok videos have been viewed over 3 million times and his popular Non-Obvious Show podcast just announced a sixth season.
- ✓ **Early Digital Pioneer.** Digital transformation and marketing expert who was on the founding team of the world's largest team of social media strategists at Ogilvy and founding member of iLeo (Leo Burnett's first digital agency) – including early digital strategy work for brands like Intel, Ford, IBM, Pfizer and others.
- ✓ **Non-Obvious Trend Curator.** Rohit's trend insights have been read by millions of readers. Unlike most "futurists," Rohit's specialty goes beyond trend predictions to his unique approach to also *teaching* organizations and leaders how to think different – the aim of his new book *Non-Obvious Thinking*.
- ✓ **Versatile Friendly Speaker + Nice Guy.** Rohit works hard to live up to his reputation as a kind, generous and authentic person – including being easy to work with, helping with the intangibles of events (like securing sponsors or promotion) and generally being a positive and optimistic person to collaborate with.
- ✓ **Frequently Interviewed By Global Media.** Rohit has been interviewed or featured as a business expert by Fast Company, Wall Street Journal, The Guardian, NPR, BBC, Globe and Mail, Harvard Business Review, CBS, and many other publications. He is also a regular contributor to *Entrepreneur* magazine.
- ✓ **Popular Occasional Professor.** One of the most highly rated Adjunct Professors in the Masters of Communications Program at Georgetown University in Washington DC (sometimes) teaching courses on marketing, storytelling, pitching and public speaking.
- ✓ **Global Mindset.** Born in India and having lived in the Philippines and Australia before settling back in the US (where he grew up), Rohit routinely uses relevant examples in his talks from across the world and is skilled at using globally relevant language, delivery and stories for every talk.
- ✓ **Industry Customization Without Bias.** As a consultant, Rohit built experience in dozens of industries. He brings this diverse interconnected expertise to every event, making sure that he combines relevant industry knowledge + insight with a refreshing and unbiased outsider's perspective to customize his talk.

How To Be A Non-Obvious Thinker (And See What Others Miss)

KEYNOTE THEMES – INNOVATION, CREATIVITY + DISRUPTION

*Inspired by Non-Obvious Mega trends +
Non-Obvious Thinking — **Just Launched!***



Short Description:

How To Be A Non-Obvious Thinker (And See What Others Miss)

1-line Overview → Shift Your Perspective, Be More Innovative and Win the Future

When every day brings constant disruption, it's hard to know where to focus. In this candid and fast-paced session based on groundbreaking insights that have inspired more than 1 million readers, non-boring keynote speaker Rohit Bhargava will reveal the four habits of non-obvious thinkers that can help you become a “speed understander” who sees the opportunities others miss. This is the perfect talk to help anyone become a more creative + innovative thinker and use those skills to win the future.

Full Description with Outcomes:

How To Be A Non-Obvious Thinker (And See What Others Miss)

What if you could see the things that others miss? This generous and inspiring keynote will reveal how anyone can learn to be more creative and innovative. Using his signature fast-paced “non-boring” presentation style, trend curator Rohit Bhargava will take the audience behind-the-scenes of his groundbreaking SIFT method to illustrate how anyone be more innovative using the four specific habits of non-obvious thinkers. Based on his #1 WSJ bestselling Non-Obvious Book Series that has been shared by more than 1 million readers and his latest book Non-Obvious Thinking, this keynote will share plenty of highly actionable tips that are sure to leave any audience with a clear picture of what exactly to do next in order to put the lessons from the talk into practice in their real lives.

This program will help leaders and teams:

- Master new techniques to create more space for new ideas, find insights, focus on what really matters and define a twist that can lead to new creative breakthrough ideas.
- Broaden their perspective outside their industry and embrace a mindset that truly allows them to take ideas from many sectors and expertly apply them to their own roles and business.

The audience will leave with:

- Four actionable and immediately usable habits they can integrate into their daily lives to broaden their perspective, be more creative and see the world differently.
- A better understanding of what trends are, what they aren't, why they matter and how they can start to identify trends and patterns of behavior for themselves.

7 Non-Obvious Trends Shaping the Future Normal

KEYNOTE THEMES – FUTURISM, TRENDS & INNOVATION

*Inspired by The Future Normal
+ Future Words (New!)*



Short Description:

7 Non-Obvious Trends Shaping the Future Normal

1-line Overview → *Lead the Future and Anticipate Trends*

What are the world-changing trends that will actually shape the future? From biophilic skyscrapers to generative AI to haptic interfaces, this keynote will offer a clear-eyed overview of not only the technology changing our world, but also explore the deeply human questions all this advancement will raise. Along the way, attendees will get a behind the scenes look at the groundbreaking forecasting methods used by the Non-Obvious team and anyone can use these same skills to anticipate the future. This is not a boring academic talk or “futurist theater.” Instead, it's a highly actionable (and deeply non-obvious!) glimpse into how you can anticipate and win the future.

Full Description with Outcomes:

7 Non-Obvious Trends Shaping the Future Normal

What does it take to identify world changing trends that will actually last? For the past decade, Rohit Bhargava has been on the front lines of the future—going into cutting-edge labs, private testing facilities, and invite-only showcases around the world. After completing a world tour and book launch, this exclusive talk will reveal the most powerful stories and instigators that are already shaping humanity's next decade. From biophilic skyscrapers to generative AI to haptic interfaces, this keynote will offer a clear-eyed overview of not only the technology changing our world, but also explore the deeply human questions all this advancement will raise. Rather than offering “futurist theater” with obvious forgettable examples, this talk is consistently updated with new stories (sometimes pulled from that morning's news!), a charismatic delivery style, and interactive exercises to deliver a memorable experience for any size audience. This is not a boring academic talk. Instead, it's a pull-no-punches, always entertaining, constantly surprising, highly actionable (and deeply non-obvious!) glimpse into what the future will look like ... and how each of us can train ourselves to anticipate big shifts before they happen.

This talk will help leaders and teams:

- Create a strategy to take their organization into the future and navigate significant change or disruption either through industry shifts, restructures, pandemic effects and/or new leadership.
- Gain exposure to cutting edge ideas and technologies (as well as the innovators behind them) that can help inform new initiatives and products.

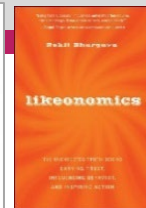
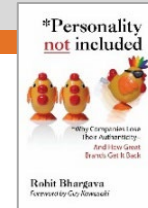
The audience will leave with:

- A greater understanding of the fundamental forces of disruption that are shifting consumer behavior and beliefs across industries and what this means for them.
- A roadmap of relevant innovations and advances that can help to shape strategic planning and current efforts around building products and services for existing and future potential customers.

The Art and Science of Non-Obvious Marketing (In a Skeptical World)

KEYNOTE THEMES – MARKETING & SALES

Inspired by multiple books:



Short Description:

The Art and Science of Non-Obvious Marketing (In a Skeptical World)

1-line Overview → *Be more believable, persuasive and trustworthy in a skeptical world.*

We are living in a time when it is harder to earn trust than ever before. People skip ads, mistrust brands and demand transparency from the companies they buy from or work for. What does it take for any organization to be more believable? In this entertaining and eye-opening talk, renowned marketing expert and bestselling author Rohit Bhargava will reveal the five “non-obvious” secrets of building trust and what it really takes to stand out as real, human, authentic and trustworthy in a skeptical world.

Full Description with Outcomes:

The Art and Science of Non-Obvious Marketing (In a Skeptical World)

We are living in a time when it is harder to earn trust than ever before. People skip ads, mistrust brands and demand transparency from the companies they buy from or work for. What does it take for any organization to be more believable? To win in a low-trust world, you need to be more human. This funny and insightful keynote from award-winning marketing expert Rohit Bhargava will reveal the five keys to earning attention in a world filled with distractions. Whether you are looking to shift perceptions, improve sales or simply inject more breakthrough thinking in your current efforts, this talk will help. Through a digestible collection of entertaining case studies and unusual observations, Rohit will shine a spotlight on what actually works to command attention, build loyalty and generate real results. Most importantly, the audience will leave with some real practical advice they can use immediately to put the power of non-obvious thinking to work every day.

This program will help leaders and teams:

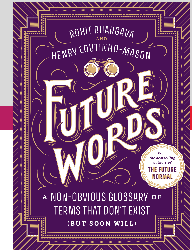
- Align a team across departments with a shared understanding of branding, positioning, marketing, storytelling and what part everyone plays in shaping the organization’s perception in the marketplace.
- Articulate why storytelling matters and make the task of storytelling more approachable and realistic for everyone to engage with in their daily roles.
- Build a culture of trust within the organization and improve employee retention by inspiring a team to have more belief in the work they do and the leaders who lead them.

The audience will leave with:

- Understanding the key principles of storytelling and how to apply them in a business context to improve communications and be more persuasive.
- Insights on how trust is earned and lost in the middle of our modern “believability crisis” and techniques anyone can use to be more trustworthy and believable.
- A leadership model for establishing more authenticity and trust among teams that can be replicated at all levels of the organization.

How To Use Non-Obvious Thinking To Thrive In An AI-Disrupted World

KEYNOTE THEMES – AI, TRUST & LEADERSHIP



Inspired by Future Words (New!)

Short Description:

How To Use Non-Obvious Thinking To Thrive In An AI-Disrupted World

1-line Overview → An optimistic talk about what it takes to adapt and win in a world transformed by AI.

How do we find the right balance between going irresponsibly deep on AI and letting the future pass us by? Based on a decade of research into trends and innovation, this highly optimistic talk will reveal how each of us can survive and thrive by shifting the way we think about AI. Inspired by stories of companies and leaders getting it right, this clear-eyed talk will remind you why in times of disruption, non-obvious human ideas still matter most.

Full Description with Outcomes:

How To Use Non-Obvious Thinking To Thrive In An AI-Disrupted World

Every leader is asking big questions about AI, but too often thinking small about how to adapt for a disrupted future. There are plenty of buzzwords right now, but not enough focus on how we must shift our perspective to win in the coming year and beyond. How do we find the right balance between going irresponsibly deep on AI and letting the future pass us by? Based on a decade of research into trends and innovation, this highly optimistic talk will reveal how each of us can survive and thrive by shifting the way we think about AI. Inspired by stories of companies and leaders getting it right, this clear-eyed talk will remind you why in times of disruption, the ability to see what others miss and think non-obvious might still be the greatest superpower.

This program will help leaders and teams:

- Understand how the forces of AI are disrupting business practices and what can make this a good (or bad) thing depending on how those disruptions are rolled out.
- Forecast the future of disruption in their industry driven by AI and other technologies so that they can develop a clearer picture of how to prepare for this disruption and how to leverage it.

The audience will leave with:

- Actionable methods for shifting team thinking away from traditional ideas and towards more innovative mindsets.
- Lessons for how anyone can shift the way they work and how they show up to their daily roles in the midst of disruption from AI.
- An optimistic vision of a future where disruption doesn't need to be a bad thing and how it may lead to more business and career opportunities when leveraged in the right way.

How Rohit Adds Value Beyond The Stage ...

As a speaker, Rohit commonly goes above and beyond being great on stage and customizing his talk to be relevant for your audience. His goal is always to partner with your events team and be part of your event in a much deeper and more meaningful way. For example, here are just a few things that Rohit commonly does at events and would be happy to discuss including as part of his appearance at your event as well – often at no additional cost (depending on timing + scope)!

1. Interactive Workshop – MAY INCUR ADDITIONAL FEE OR MAY BE INCLUDED | PRICING VARIABLE

In a customized bonus workshop, Rohit can bring the ideas of his keynote to life in a more interactive way for participants by having them practice the principles of curating ideas and developing new strategy. In a larger group of 100 or more, this session allows a combination of individual work and group sharing to help the ideas stick. For smaller groups or within corporate events, the workshop is tailored to a shared business challenge and participants are encouraged to collaborate. These workshops can range from 30 minutes to about 2 hours, depending on the time available at the event.

2. The Non-Obvious 7 Minute Meetup – NO ADDITIONAL COST | ALWAYS FREE!

This is our MOST POPULAR add on feature and includes Rohit leading an engaging 7-minute bonding experience for attendees often that can lead to stronger deeper connections between attendees and a more memorable event. See the following page for more details about how this 7-minute meetup event works. Note – Giveaway items cost extra.

3. VIP Dinners or Cocktail Events – NO ADDITIONAL COST | ALWAYS FREE!

Staying and getting to know the attendees of a particular event is one of the joys of speaking, and it is rare the Rohit will speak and rush to the airport right afterwards. He is a speaker that delights in meeting audiences, spending time with them, answering questions and just being engaged as a part of the event in any way he can.

4. Book Signings or Custom Printed Editions – NO ADDITIONAL COST | ALWAYS FREE!

Rohit is always happy to stay and sign books for attendees. In some cases, for larger events, he has worked with his publisher to offer a customized edition of the book where an organization's leader can write the foreword and be featured on the cover. Note – While there is no fee for the appearance, the books themselves do incur additional cost.

5. Filmed Sessions + Testimonials – NO ADDITIONAL COST | ALWAYS FREE!

One way to generate value from an event long after it is over is by having great shareable video. Event planners are actively encouraged to bring video producers to film Rohit's talks for no additional fees. In addition, Rohit can record a promo or testimonial for your team or organization to use for your promotional purposes or to help drive attendance for future events. Just ask!

6. Event Promotion + Social Media – NO ADDITIONAL COST | ALWAYS FREE!

Depending on the event, if promotion to drive attendance is required, Rohit is happy to support those efforts. He can also use his considerable social media presence to promote an event as well as engage with audiences online.

7. MC and Hosting – MAY INCUR ADDITIONAL FEE OR MAY BE INCLUDED | PRICING VARIABLE

For events where there is a program of activities, in addition to delivering a keynote presentation, Rohit can also help to be a dynamic and engaging host and MC for the event overall.

The Non-Obvious

7 Minute Meetup Bonus Session



Help Your Attendees Make More Authentic Connections!

How Does It Work?

Events can be a hard place to make real connections and networking events don't always work. After doing hundreds of keynotes and witnessing people hungry for real connections – Rohit created this unique meetup as an add-on to his keynotes. Here's how it works:

1. Schedule a 7 minute timeslot

*Yes, it's only 7 minutes which means its easy to insert into your event during an open slot but works best if it leads into a happy hour!**

2. Give attendees a visual artifact

Every attendee gets a pair of signature yellow glasses, which serve as a fun reminder to be open minded and to connect with others.

3. Jumpstart the conversations!

By giving them time, setting their mindset and then encouraging them to connect – the conversation starts.

What Do You Need To Do?

This event is designed as a bonus for events where Rohit is invited to be a speaker. There is no additional cost to incorporate this meetup into your event and for Rohit to host it.

There is an **optional fee to cover the giveaways ONLY (such as the yellow signature glasses)** and the ideal timing for this meetup is either right before a lunch break or before a happy hour at the end of the day of sessions.

OUR GIVEAWAYS ...

**NON-OBVIOUS
GLASSES**



**NON-OBVIOUS
SOCKS**



**NON-OBVIOUS
TWEEZERS**

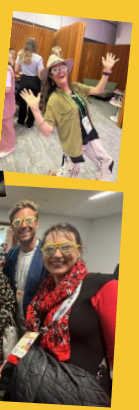


**NON-OBVIOUS
NOTEBOOKS**



**NON-OBVIOUS
BOOKMARKS**

Images from Past 7 Minute Meetup Experiences ...



The Non-Obvious

Rapid Fire Q&A Bonus Session



Engage your audience with a fast-paced Q&A after the keynote!



Example Questions:

Here are some sample questions that previous events have used with Rohit for this session:

- What's a non-obvious habit that helps you see the world differently every day?
- Has the future ever caught you off guard?
- What did you learn from your first job?
- Do you have a moment when acting quickly completely changed your path?
- What word should we all stop using when talking about the future?
- What trend excites you the most right now?
- What non-obvious lessons have you learned by being a parent?
- What does being responsible for the future mean to you?
- What uncomfortable question should leaders be asking more right now?
- What advice would you give to a young person starting their career right now?
- What's a belief you held in the past that you've changed your mind about—and why?
- What's a tiny moment or decision that had an outsized impact on your life or career?
- What non-obvious skill do you use every day that no one taught you?
- What's a lesson you learned from someone younger than you?
- What's something you've unlearned—and how did that shape your thinking?
- What question do you wish people asked you more often?

How Does It Work?

After Rohit's keynote from the main stage, this is an accelerated Q&A session with twenty seconds on the clock per question!

1. Create a list of questions

The questions for this session can be scripted ahead of time or submitted by the audience at the event itself. Any topic is fair game!

2. Select a session moderator

This session is typically moderated by someone alongside Rohit who can pose the questions. The moderator can keep the time, or it can be put on the clock for the audience to see.

3. Have the session!

Start the conversation on stage immediately after Rohit's keynote presentation.

Non-Obvious Workshops

2026 Interactive Workshop Options



THEME #1

Non-Obvious Thinking

How do leaders inspire their teams to embrace disruption and be more innovative? Building on the insights from more than a decade of research, this workshop will teach participants how to use the four habits of non-obvious thinking to improve their ability to see what others miss. From breaking out of common thinking to shifting your perspective, this workshop offers immediately implemented solutions for new thinking and innovation.

What Will You Learn?

- ✓ Learning the four powerful habits of non-obvious thinking and how to use them.
- ✓ Interactive activities designed to put new habits into action right away in visual ways.
- ✓ Real life examples of how non-obvious thinking can impact participant's daily work.
- ✓ Techniques for bringing these methods to a full team and shifting team culture.

THEME #2

Non-Obvious Trend Curation

How can your team anticipate and win the future? In this immersive workshop you will learn the groundbreaking "Haystack Method" for trend curation used by our award-winning team to publish one of the most popular annual trend reports in the world. Ultimately, participants will leave with a new understanding of what trends are (and what they aren't!), how to use them as part of your strategy to better prepare your organization for the future.

What Will You Learn?

- ✓ Implementing the five step "Haystack Method" to identify/analyze industry trends
- ✓ Immersive (and fun!) magazine activity to teach trend curation methods by doing.
- ✓ How to trend insights to guide new thinking and strategies for launching new initiatives
- ✓ Practical ideas for leveraging the latest trend research in your industry.

THEME #3

Non-Obvious Storytelling + Speaking

How can you use the power of storytelling to be more compelling and persuasive in any situation? Inspired by more than a decade of work training top executives and speakers in the art of persuasion, this session will cover everything from how to craft a better story to expert presentation techniques to transform your effectiveness in front of any room. Use better visuals, use stories effectively and hone your persuasive abilities. This workshop will transform how you communicate.

What Will You Learn?

- ✓ Powerful speaking techniques that go beyond the obvious to be more persuasive.
- ✓ How to create a unique story and use the power of storytelling techniques in your talks.
- ✓ Use a visual thinking approach to build more effective communications and visuals.
- ✓ Applying persuasion techniques from speaking to selling situations to win business + budget.

DETAILS + FORMATS AVAILABLE:

All workshops available as a 1.5 to 2 hour masterclass, half day 4 hour workshop or full day immersive session. This session can be delivered in person or virtually.

PAST CLIENTS:

MetLife

Colgate

intel

NASA

Disney

charles SCHWAB

LinkedIn

Coca-Cola

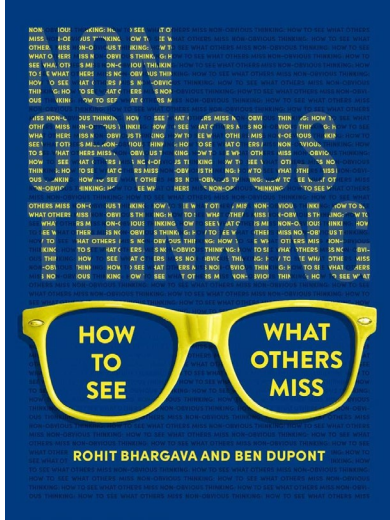
WIRED

THE WORLD BANK

SAP

AMERICAN EXPRESS

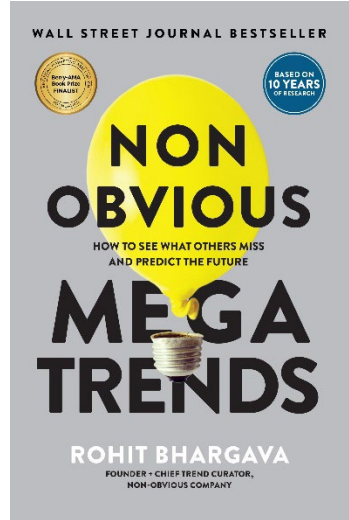
BOOKS AVAILABLE FOR BULK ORDERS:



NON-OBVIOUS THINKING – NEW!

\$10 to \$16 per book*

Inspired by more than ten years of insights about trends along with new lessons from pioneering VC Ben duPont, this book is the ultimate concise guide to innovative thinking in a noisy world and sure to inspire new thinking about all of your team.



NON-OBVIOUS MEGATRENDS

\$12 to \$18 per book*

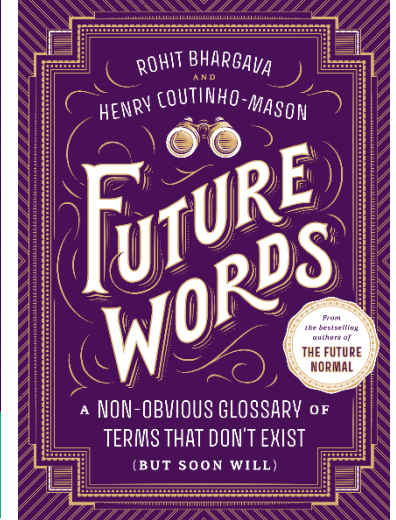
Based on the insights from ten years of research this #1 Wall Street Journal bestselling book reveals the ten megatrends shaping our society and is the final edition of a decade-long series of annual books and trend insights read by over 1 million people worldwide.



THE FUTURE NORMAL – 2nd EDITION

\$51 to \$20 per book*

Updated 2026 edition available!
An eye-opening look at thirty ideas and instigators that are shaping a healthier, safer and more prosperous future for all of humanity. Includes industry by industry playlists to help apply the ideas and trends shared into any organization and any industry.



FUTURE WORDS JUST RELEASED!

\$10 to \$15 per book*

An entertaining and insightful compilation of new words that don't yet exist. Inspired by more than 15 years of trend research, this book can be provided as a beautiful gift for teams and custom editions with new word coinages are also available.

***Pricing is based on quantity ordered. Books can be customized as well. Shipping cost is quoted separately.**

HOW WE CAN CUSTOMIZE BOOKS:

1

SIGNED BOOKS

No Additional Fee!

All bulk orders come with signed books – Rohit will usually plan to sign the books on site at your event for you to share with attendees.

2

CUSTOM LETTER OR FOREWORD

\$2 PER BOOK

A special Foreword from your CEO can be printed on a sized sheet and inserted into every book.

3

“COMPLIMENTS OF” STICKERS

\$0.75 PER BOOK

We can affix a “Compliments of” or any other type of sticker to the front cover of each book.

4

CUSTOM EDITIONS

CALL FOR PRICING

Each book can also be produced in a fully customized edition with a revised cover, custom foreword from your CEO, custom back cover and exclusive printing.

CLICK TO WATCH A VIDEO TESTIMONIAL ABOUT WORKING WITH ROHIT ►►►

“

“The best general session I have ever attended. Enjoyed the specific examples he gave. Far too often speakers pontificate or entertain, but then you really don't use it afterward. I feel like I'll actually use things I learned from this session.”

ATTENDEE SURVEY FEEDBACK | **ASSOCIATION ANNUAL CONFERENCE**

“

“I was fortunate enough to hear Rohit Bhargava speak at the Amazing.com Summit in Las Vegas a few weeks ago. Rohit knocked the ball out of the park! He is an extraordinarily engaging, knowledgeable, and personable storyteller. His message was insightful, easy-to-follow, and professionally delivered. Our audience absolutely fell in love with him!”

MELISSA TOTHERO | **DIRECTOR OF LEARNING, AMAZING.COM**

“

“Rohit took the time to understand his audience and this was KEY! He also invested time AFTER the session later in the day to thank those who tweeted about his session. And went several steps further by engaging people in conversation who raised points or questions via twitter. Class act!”

ATTENDEE SURVEY FEEDBACK | **ASAE MARKETING CONFERENCE**

“

“Rohit Bhargava has clearly embraced his own principles because the audience at Brand ManageCamp didn't just like his session – they loved it (and him). Delivering ‘steal-able ideas’ that they could use right away to apply his concepts to their brands, Rohit went above and beyond in making sure his talk was valuable and memorable. He is that rare mix of scary-smart and super engaging and he is a pleasure to work with. We look forward to our next opportunity to do so.”

LEN HERSTEIN | **FOUNDER & EVENT DIRECTOR, BRAND MANAGE CAMP**

BRANDS THAT HAVE INVITED ROHIT TO SPEAK VIRTUALLY OR IN REAL LIFE



BY THE NUMBERS:

- ✓ **Over 1 million readers** of the popular series of Non-Obvious Books about trends and habits for anticipating the future that have been engaging a global audience for the past decade (10 annual editions).
- ✓ **Featured in hundreds of news stories** with millions of media impressions, including *NPR*, *Fast Company*, *Vogue*, *New York Times*, *BBC* and a full-page story in a recent issue of *Inc Magazine*.
- ✓ **More than 3 million views** for Rohit's popular Instagram + TikTok video channels and weekly Non-Obvious Podcast show featuring voices like Beth Comstock, Safi Bahcall, will.i.am, Dan Pink + more.
- ✓ **Over 7 million views, opens + shares** for Rohit's *Non-Obvious Insights Newsletter + Blog* that he started back in 2004, and that was recently honored in the Webby Awards (known as "the Internet's highest honor.")
- ✓ **3-time Wall Street Journal Bestselling Author** of ten business books on marketing, trends, career advice and how to work remotely. Books have won 45+ global awards and been translated into 20 languages (so far).
- ✓ **Award-winning keynote speaker** invited to headline events in 32 countries around the world, including being rated the #1 most highly ranked speaker at SXSW, featured at WIRED events and many others.

PLATFORMS & SOCIAL MEDIA:



- ✓ Over 4 million views of past articles, including several viral posts sparking movements in the marketing industry.
- ✓ Named one of the Top 25 business blogs in the world by *AdAge* and honored in the Webby Awards.



- ✓ Annual awards program to select top non-fiction books of the year – 11 years running!
- ✓ Over half a million views of our selections and related content every year for announcement.



- ✓ Past guests include Daniel Pink, Beth Comstock and will.i.am.
- ✓ Just launched Season Six.
- ✓ Livestreaming weekly to Youtube, #LinkedInLive and Facebook.

YouTube 1M+ VIEWS

in 20K+ FOLLOWERS

Instagram 3M+ VIEWS

SlideShare 1.5M+ SLIDE VIEWS

PAST PUBLISHED BOOKS AND AWARDS:



“When we looked for a voice of inspiration on the power of innovation ... Rohit was the natural choice.”

- Coca-Cola

“The knowledge he holds in his head is like gold dust.”

- PRWeek UK

“Rohit’s content and delivery had all of us hanging on his every word!”

- Richmond Events

“Rohit is that rare mix of scary-smart and super engaging.”

- Brand Manage Camp

“What Rohit managed to deliver blew us away!”

- Prudential

ROHIT
BHARGAVA

WATCH VIDEO AT WWW.ROHITBHARGAVA.COM