



### Anton Musgrave

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### Personal interests

- Scuba diving
- Underwater photography
- Wildlife photography
- Yachting
- Golf and
- Travelling to new places on our planet.

## We shatter the ‘business as usual’ mindtrap!

### How to understand the turbulent future?

*Anton Musgrave, futurist, business strategist, keynote speaker, and businessman, engages with clients around the world across industries in strategic conversations about their future.*

**H**is passion is to engage senior executives in challenging debates about the many forces, technologies and market dynamics driving future business success. Few leave Anton's sessions thinking about anything in the same way; instead they are fuelled with new, exciting, action-shifting insights.

His own varied and successful career underscores the lessons he shares. He previously served as MD of Citadel Private Client Wealth Management, Managing Partner of a large legal practice, MD of a major property business and President of a national property owners association, representing property interests worth \$60 billion. Anton currently advises several businesses and families, and has served on the Board of Governors of a leading educational institution.

Anton drives the FutureWorld process of strategic thinking from the future back to the present, turning traditional strategy on its head. He shares an insightful understanding of the drivers of long-term business success, shifting business models, and what it takes to stay ahead of the market.

He is an inspiring, spirited communicator and a globally acclaimed speaker and facilitator at corporate events and strategic initiatives. Further, he lectured regular executive programmes at major business schools, including the London Business School, Duke CE, Oxford University's Said Business School, the Tata Management Training Centre for global leadership and the Indian School of Business.

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*Which of your current innovation projects will thoroughly excite your future clients, and which will at best deliver incremental improvement?*



*Which of your current core business assumptions will be toxic when viewed from a future perspective?*



*Do you succinctly know WHY you do what you do?*



*What would the market really miss if your entire business were to be vaporised today?*

**Anton Musgrave** | Co-Founder FutureWorld International  
having joined the global FutureWorld network in 1991

## Testimonials



**Jane Elms**  
Talent Head Zurich Insurance

Anton's session was thought-provoking and challenging, encouraging delegates to think differently about innovation, setting the scene for tomorrow's world and the imperatives of stepping up to being leaders in an uncertain future. Anton is extremely engaging, has seemingly boundless energy and is both knowledgeable and passionate about his subject. He has the natural ability to not only open, but blow people's minds to possibilities, to generate tangible excitement and to challenge pre-conceptions. An excellent speaker and without hesitation, highly recommended.



**Bernard Swanepoel**  
CEO, Harmony Gold Mining Company.

FutureWorld delivered a brilliant presentation, perfectly pitched.



**Punit Puri**  
Chief Human Resources Officer Tata Motors Finance

Anton, the passion and insight you brought to the session was mindboggling! I CAN NEVER BE THE SAME AGAIN ... I've changed chemically!



**Stephen van Coller**  
Ex CEO Barclays Investment Bank Africa

I have been exposed to strategy with with McKinsey, Bain and Oliver Wyman and the FutureWorld process has been in a league of its own. fantastic.



**SN Subrahmanyam**  
CEO Larsen & Toubro India

Anton, Your keynote was imaginative, thought provoking, mesmerizing, and left deep insights. Some of your ideas struck a deep chord within us.

## Our Clients

Coca-Cola, KPMG, Astra Zeneca, HSBC, Absa/Barclays Capital, Deloitte, Hong Kong Government, Anglo American, London Business School, Oxford University Said Business School, Indian School of Business, John Lewis Partnership, Deutsche Bank, Standard Chartered Bank, Gartner, Coutts Private Bank, Goldfields SA, Sasol Ltd, General Electric, HP, Altron, BP, BHP Billiton, Exxaro Resources, FT.com, SAA