

BENITA MATOFSKA OFFICIAL PRESS KIT



SPEAKER | CHANGEMAKER | FUTURE CHANGE CONSULTANT

BENITA MATOFSKA: BIOGRAPHY

Benita Matofska is a world-leading speaker, changemaker and future change consultant to some of the world's most forward-thinking businesses. An award-winning social entrepreneur, she is renowned for her ability to inspire and captivate audiences worldwide with her knowledge, dynamism and insights on sustainability, social innovation, leadership and business transformation. Benita specialises in delivering future readiness and resilience. Benita is the author of *Generation Share*, a ground-breaking book, voted top isolation read for a positive future by Forbes. In 2024, Benita co-founded Climate Women, a network for women who are passionate about protecting the planet. She previously created Global Sharing Week, a campaign addressing resource inequality reaching 100 million+ people worldwide.

Driven by a passion to create global change and transform business into a force for good, Benita delivers her unique insights to people and companies seeking to future-proof their businesses or sectors by helping them to become resilient, future-proofed and sustainable. In a world with challenges such as climate change, instability and inequality, Benita ensures businesses stay relevant and secures their future by enabling them to create sustainable economic, social and environmental value. Based on over a decade of research, Benita uses innovation techniques and global intelligence to inspire transformation for businesses, people and planet.

BENITA MATOFSKA: BIOGRAPHY

Benita is a seasoned public speaker and has spoken to audiences worldwide including: VF Corp International Marketing Summit, IKEA Global Home Furnishings Forum, AMEX Leadership Academy, EUROCITIES, UITP Global Public Transport Summit, European Outdoor Group Summit, BBC Climate Creatives, BBC Worklife, Channel 4 News, M&S Festival of the Future, Virgin Innovation Sessions, CoreNet Global Summit, PMI Global Summit, Publicis Sustainability Awareness Forum, European Cities Marketing Summit, Global Women's Forum, RSA Sharing Economy Talks, Global Entrepreneurship Congress, FT European Sharing Economy Summit, European Parliament, TEDxFrankfurt, UNESCO, the House of Commons, House of Lords and Number 10 Downing Street.

Benita's incredible 35-year career has also seen her receive multiple awards including: Ogunte Best Social Business Leader UK and World, Natwest Venus Entrepreneur of the Year Award, Inspirational Woman of the Year and the Cabinet Office/Nesta Innovation in Giving Award. She is also an RSA fellow, a blogger, social commentator and features regularly in the international media.

BENITAMATOFSKA.COM

BENITA MATOFSKA TESTIMONIALS



SPEAKER | CHANGEMAKER | FUTURE CHANGE CONSULTANT

"Inspiring, powerful, innovative. Benita is a leading authority on sustainability, future-proofing and the circular economy who gave a thought-provoking keynote and captivated our global audience."

IKEA Global Home furnishings Forum, Sweden

"Insightful, leading consultant and speaker with the rare combination of bringing both high-level strategic thinking and practical frontline knowledge on climate change and decarbonisation for business."

Virgin Group, The Innovation Sessions, Global

"A dynamic, authoritative impact innovation expert who engaged our online audience with a highly informative and interactive session."

Housing Federation Summit, Online

"Excellent speaker, knowledgeable, distinctive, future-thinking. Benita enthralled our audience with insights on sustainability and future business models."

M&S Festival of the Future, London, UK

"A compelling and revelatory keynote. A new perspective on sustainability and how embedding specialist innovation can put your brand ahead of the rest."

Sustainable Brands SB London, UK

"A riveting keynote on smart cities, the audience of Mayors, city officials, businesses, leaders and entrepreneurs from across Europe were challenged, informed and inspired."

Eurocities, Milan Italy

"Bold, forthright, inspiring. Benita's opening plenary was the talk of the 1,400 strong audience from all over the globe. Absolutely unforgettable."

Women's Forum Global, Deauville, France

"VF Marketing Associates from across Europe were very inspired with Benita Matofska's insights on diversity, the sharing economy and business model innovation. These new sustainable approaches to life and business are trends that certainly will shape our VF marketing strategies of the future."

VF Corp Marketing Summit, Milan, Italy

BENITA MATOFSKA KEYNOTE TOPICS



FUTURE FIT: HOW TO GET YOUR BUSINESS FUTURE-READY

Uncertainty is the only certainty in an uncertain world, yet only 22% of businesses globally are considered future fit. Being future-ready is essential for business survival, but currently over 52% of companies are ill-prepared. In this dynamic talk, Benita brings her latest global insights and future-ready model to offer 7 vital steps businesses need to take to ensure they are ready to take on the challenges of the future. From navigating the road to resilience, to shifting mindsets; from tackling the 21st century skills gap, to learning how to embrace economic, technological and societal shifts, businesses will discover practical tools, approaches and models to ensure they are ready and able to withstand the shocks of the future. Using case studies from around the globe based on interviews for Benita's next book on future change, audiences will get access to the latest techniques and an innovative 7-step model for change to ensure businesses have the tools they need to survive and become future-ready.

CHANGEMAKING THE FUTURE: DELIVERING POSITIVE CHANGE

In this game-changing keynote, Benita Matofska takes audiences on a journey around the globe to meet inspiring changemakers and innovators who are creating a planet and people positive future. Through fascinating stories, Benita will share key insights to achieving positive change and demonstrate how to create a sustainable future. From sharing and collaboration, to adaptability, resilience and innovation, this high octane talk promises to leave a lasting impact. Created bespoke for each event, working closely with event organisers, Benita brings sector specific research and worldwide insights to deliver targeted audience impact. Dedicated to inspiring and catalysing change, Benita brings her latest research and social innovation techniques, to ensure organisations and sectors have the tools and insights they need to achieve positive change.

BENITAMATOFKA.COM

URBAN FUTURES: SMART CITIES ARE HUMAN CITIES

With over half the world's population living in urban areas, cities driving 80% of global GDP and facilitating trade – it's clear that cities are vital engines of innovation, culture, community and commerce. In this fascinating talk, Benita lifts the lid on urban futures and considers in an age of rapid urbanisation, climate change, inequality, digital transformation and AI... what makes a smart city truly smart? Using case studies from around the globe, Benita shares insights and research to demonstrate that a city is only a smart city if it's human-centred too. She illustrates how city success requires working in harmony with the planet, understanding the potential and impacts of development, remembering that human ingenuity, creativity and compassion deliver genuine progress. From improving living standards, stabilizing population to increasing wealth, employment and mitigating climate change, Benita's '7 insights to a smart urban future' model evidences how this approach can positively impact the economy, society and the environment.

CLIMATE CHANGE FOR BUSINESS IN 10 STEPS

With climate change now evidenced as being the biggest threat to business survival and 90% of company CEOs stating that sustainability is fundamental to success, it's clear we need to operate differently. Inertia is not an option, as organisations who align with the UN Global Goals gain a 5-15 year advantage. Now, ESG strategies are no longer nice to haves, they're a necessity -- what we do next will determine our place in the future. In this insightful talk, Benita Matofska delivers the 10 steps you need to take to become a sustainable business fit for future. Benita will offer practical tips on how to transform, avoid greenwashing and build commercially vibrant, resilient, impactful companies. Based on over a decade of research working with businesses worldwide, Benita will dispel the myths and provide tangible solutions to some of the biggest sustainability challenges delivering the know-how and business essentials needed to thrive into the future.

[BENITAMATOFSKA.COM](https://benitamatofska.com)

FUTURE LEADERSHIP: CONSCIOUS LEADERS TO FUTURE-PROOF YOUR COMPANY

For companies to survive, they need the kind of leaders who are not only able to navigate this tumultuous age but can lead conscious change. Drawing on years of global research and practice, Benita Matofska demonstrates how to develop the conscious leaders that can take your company into the future. In this dynamic talk, Benita will guide you through the 10 practical steps and game-changing strategies to develop the future leadership skills your company needs to be ahead of the rest.

WHY DIVERSITY, EQUITY & INCLUSION MATTERS FOR YOUR BUSINESS

The last five years have seen significant societal shifts and growing awareness of the importance of diversity, equity and inclusion (DE&I) despite a complex political backdrop. With 72% of younger workers aged 18-34 saying they would turn down a job offer or leave a company if the leadership didn't take DE&I seriously, employers have a business imperative to invest time, energy and money into building more inclusive workforces and operations. But how can businesses improve DE&I in the workplace and what are the benefits? In this insightful talk based on over a decade of experience, Benita Matofska offers businesses the insights they need for the future. From increasing productivity, to staff retention; from broadening business capability, to delivering innovation, new inclusive business models are demonstrating their worth and Benita will show you how you can demonstrate yours.

BUSINESS MODEL INNOVATION AND FUTURE TRENDS

Innovation and new technologies have disrupted, created and destroyed markets. In this session, Benita gives an overview of the latest business model innovations, future trends and shows how you can handle disruption, using sustainable innovation techniques to build a business that can withstand the shocks of time

BENITAMATOFSKA.COM

THE SHARING ECONOMY AND COLLABORATIVE ADVANTAGE

The Sharing Economy is causing the greatest societal shift since the Industrial Revolution and is the biggest business trend of all time. Any company or organization can participate; they just need to know how. In an era where collaboration is all, global Sharing Economy expert Benita lifts the lid on the myths and secrets of this disruptive trend and demonstrates why having a Collaborative Advantage is essential for every business.

GENERATION SHARE: BECOME A CHANGEMAKER COMPANY

Benita's ground-breaking book Generation Share, voted top isolation read for a positive future by Forbes, is the world's first global collection of stories of the social innovators transforming the way we think, live and do business. Based on five years of research, this talk showcases the changemakers behind new, impactful business models. You'll meet the disruptors transforming industries from food to fashion, gain unique insights and learn key lessons to help you become a changemaker company of the future.

CLOSING KEYNOTE

Benita offers a bespoke, unique service to provide a dynamic, impactful conclusion to any event by bringing together the key insights, knowledge and inspiration from the conference itself. Through pre and live event research, Benita attends conference sessions, talks to delegates and delivers a summary of key learnings and points of action, along with a bespoke talk. With her unique closing keynote service, Benita takes participants on a transformational concluding journey to send attendees home feeling, inspired, motivated and ready to act.

BENITAMATOFSKA.COM

BENITA MATOFSKA

SPEAKER | CHANGEMAKER | FUTURE CHANGE CONSULTANT

BENITA@BENITAMATOFSKA.COM