

Special Note: How To Read + Use This Presentation

This presentation includes the original slides from Rohit Bhargava's keynote session at SXSW Austin on March 8, 2024. It is in the visual story-based format Rohit uses for his keynotes and workshops.

Please share with credit!

PLEASE SHARE
RESPONSIBLY.



Unlike many other speakers, Rohit shares his slides because he *wants* his ideas to travel. If you have received access to these, please be kind and share these slides in their original form with the Non-Obvious branding intact and offer credit back to Rohit when you share. Not only is it good karma, but your mom will be proud of you.



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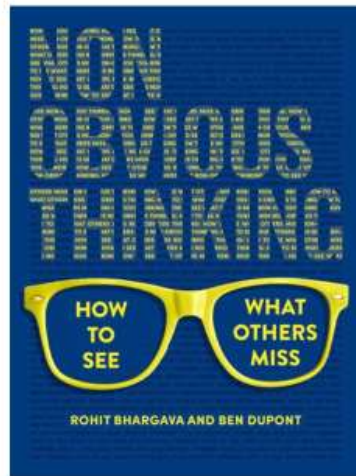
ABOUT ROHIT:



Contact Rohit:

rohit@nonobviouscompany.com

Rohit Bhargava is a trend curator, marketing expert, storyteller and the #1 *WSJ* best-selling author of ten books on marketing, trends and the future. After spending 15 years leading brand strategy at two of the most respected marketing agencies in the world (Ogilvy and Leo Burnett) and spending 5 years living and working from Sydney, Rohit left the corporate world to become an entrepreneur and is currently the founder of two successful companies. He teaches marketing and storytelling at Georgetown University and has been invited to speak in 32 countries around the world as an entertaining, humble and always non-boring keynote speaker on trends and the future.



**COMING
SEPTEMBER 2024!**

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

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



SXSW 2024 | Austin, Texas



THE 4 ELEMENTS OF NON-OBVIOUS THINKING

Rohit Bhargava

Founder, Non-Obvious Company





BOOKS
Kinokuniya







No subject line ...

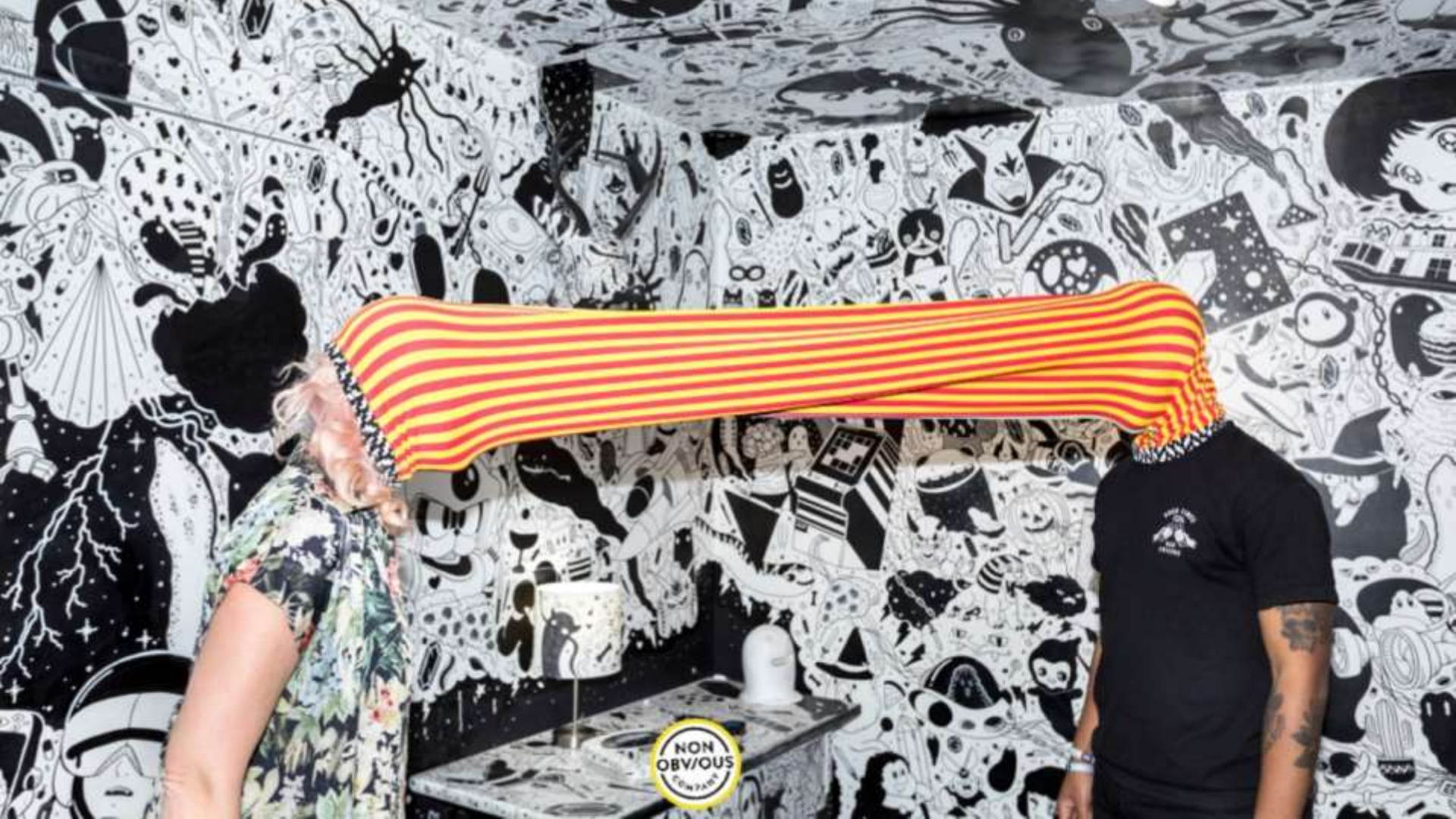




What can I do for you?







NON
OBVIOUS
COMPANY



We all get trapped in
obvious thinking
that holds us back.



#1

WALL STREET
JOURNAL
BESTSELLER

USA TODAY
BESTSELLER



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ROHIT BHARGAVA

15-22 OCT
2023

SXSW
SYDNEY
2023





OBVIOUS THINKING IS ...

**the inability to imagine
something different, think
bigger, be open minded, or
shift your perspective.**



5

HUMAN
PROBLEMS
MADE WORSE BY
OBVIOUS
THINKING



1 THE RISE OF LONELINESS & ANXIETY ...



OBVIOUS THINKING LEADS TO ...

**FEELINGS OF
ISOLATION AND
LOST OPTIMISM**





90%

**INTERGENERATIONAL OR
INTERRACIAL FRIENDSHIPS
START AT WORK.**



NOISE & CHOICE OVERLOAD



OBVIOUS THINKING LEADS TO ...

**AN INABILITY TO
PAY ATTENTION TO
WHAT MATTERS**









My New Roommate Moved In, and I Did Something Very Creepy. I Can't Stop Thinking About It.

Slate

AROUND THE WEB



Co-Stars Who Ended Up Getting Married

MDRN Today



The Photographer Was Only Doing His Job

Livestly



Vintage Photos No Longer Censored

Investing Fuel



She's No Longer An Actor, And Now We Know Why

MDRN Today



Luckily, He Still Earns From Reruns. Here's How Much

Hero Investing



Alyssa Milano Is Turning 50. This Is Her Now

MDRNToday



If You Can Qualify For Any Credit Card, These Are The Top 6

Nerd Wallet



Remember Stallone Daughter? Try Not To Gasp When You See Her Now

Kale And Cardio



Former Stars That Now Just Make Ends Meet

MDRNToday



THE MODERN BELIEVABILITY CRISIS



OBVIOUS THINKING LEADS TO ...

**AN UNWILLINGNESS
TO TRUST ANYONE
OR ANYTHING**





WHICH ROW HAS AN **A.I. GENERATED** IMAGE?





OpenAI SORA



ALL EXAMPLE VIDEOS

UPSCALED 4K



LIVE
CNN

BREAKING NEWS

TODAY IS THURSDAY; YESTERDAY WAS WEDNESDAY

LIVE
CNN
cfsdca

THE DATA SAYS ...

82% OF STATISTICS

ARE COMPLETELY MADE UP



LACK OF PURPOSE & MOTIVATION



OBVIOUS THINKING LEADS TO ...

**AN INABILITY TO
IMAGINE A BETTER
LIFE OR WORK**






Adam Grant (He/Him) •  • Following



Organizational psychologist at Wharton, #1 NYT bestselling aut...

3w • 



Adam Grant 

What's the worst career advice you've ever received?





Adam Grant (He/Him) •  • Following

Organizational psychologist at Wharton, #1 NYT bestselling aut...

3w • 




Adam Grant 

What's the worst career advice you've ever received?



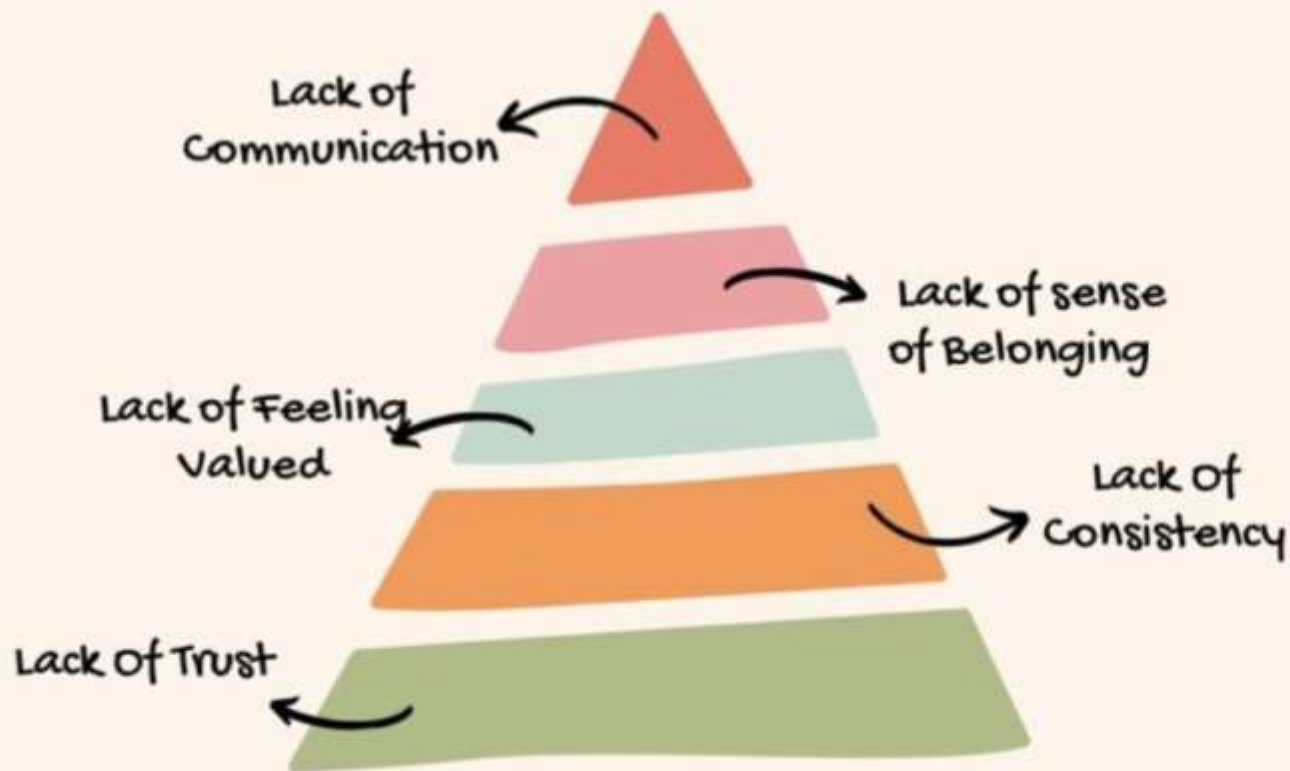
Monica Lewinsky (she/her) 

@MonicaLewinsky

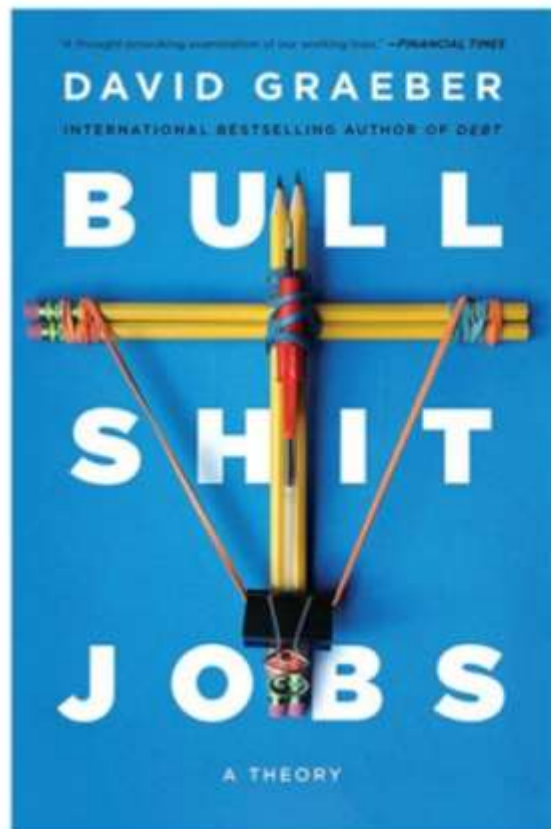
an internship at the white house will be amazing on your resume. 



Pyramid of Quiet Quitting



Jason Kaplan



“A bullshit job is ... so completely pointless ... that even the employee cannot justify its existence.”







UNCONSCIOUS BIAS & LOW EMPATHY



OBVIOUS THINKING LEADS TO ...

**MISUNDERSTANDING
AND A LACK OF
BELONGING**





gathara ✓

@gathara



Replying to @gathara

#BREAKING Local reporter says youth militia roaming streets of beleaguered US capital, Washington DC, and terrorising residents, are worrying reminders of the deeply divided, politically unstable, debt-ridden country's potential for savage ethnic violence.



**Obvious thinking
leads to a general
failure of imagination.**

#1

WALL STREET
JOURNAL
BESTSELLER

USA TODAY
BESTSELLER



The only future we can make
is the one we can imagine.



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HOW HOW HOW HOW HOW HOW HOW HOW
MISS MISS MISS MISS MISS MISS MISS MISS
OTHER MISS MISS MISS MISS MISS MISS MISS
WHAT O MISS MISS MISS MISS MISS MISS MISS
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TO I WHAT MISS MISS MISS MISS MISS MISS MISS
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ROHIT BHARGAVA AND BEN DUPONT

The world needs more non-obvious thinking.

WWW.NONOBVIOUS.COM/SXSW

I AM NOT A
SPEED READER
I AM A **SPEED**
UNDERSTANDER

- *Isaac Asimov*



**The people who
understand people
always win.**



WHAT DOES IT TAKE
TO BE ABLE TO SEE
WHAT OTHERS
MISS?



THE **4** ELEMENTS
OF **NON-OBVIOUS
THINKING...**



#1

CREATE SPACE
FOR NEW IDEAS





MARCH 7TH

THE NON-OBVIOUS WHITE RABBIT PAJAMA PARTY



ROHIT BHARGAVA

SXSW Featured Speaker, #1 WSJ bestseller on books about marketing, trends and the future



HEMA PRYOR

2x TEDx speaker, best-selling author, Good Awkward



VANESSA MATHIAS

Co-founder of White Rabbit



LUCIANA BAZARELLA

Co-founder of White Rabbit



RENATA ROCHA

Founder YOUniversity and PositivApp



Session 1: 7:30 PM - 8:30 PM | Session 2: 9:00 PM - 10:00 PM

Local: Secret Location near the ACC

THE NON-OBVIOUS @SXSW FLASH MOB BOOK GIVEAWAY

Meet authors. Get free books. The perfect ending to your day.

Shhh ... secret location!

MARCH 13, 2022 | 10:06pm

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Hosted by Rohit Bhargava

SOUTH ASIAN HOUSE



@ SXSW



MAKE OASIS MOMENTS



WWW.NONOBVIOUS.COM/SXSW

THE SXSW
NON-OBVIOUS
SEVEN MINUTE
MEETUP
SXSW REGISTRANTS LOUNGE

PRACTICE MENTAL

TIME TRAVEL

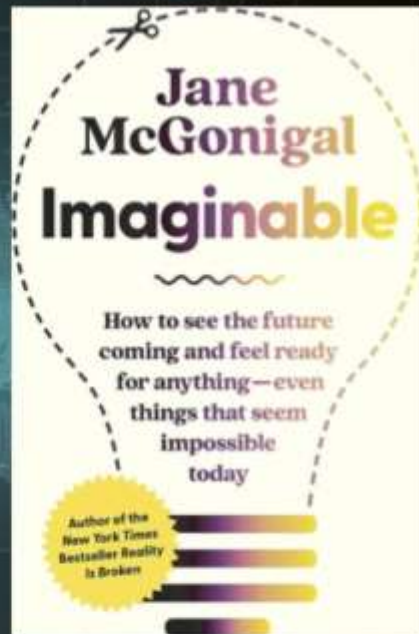
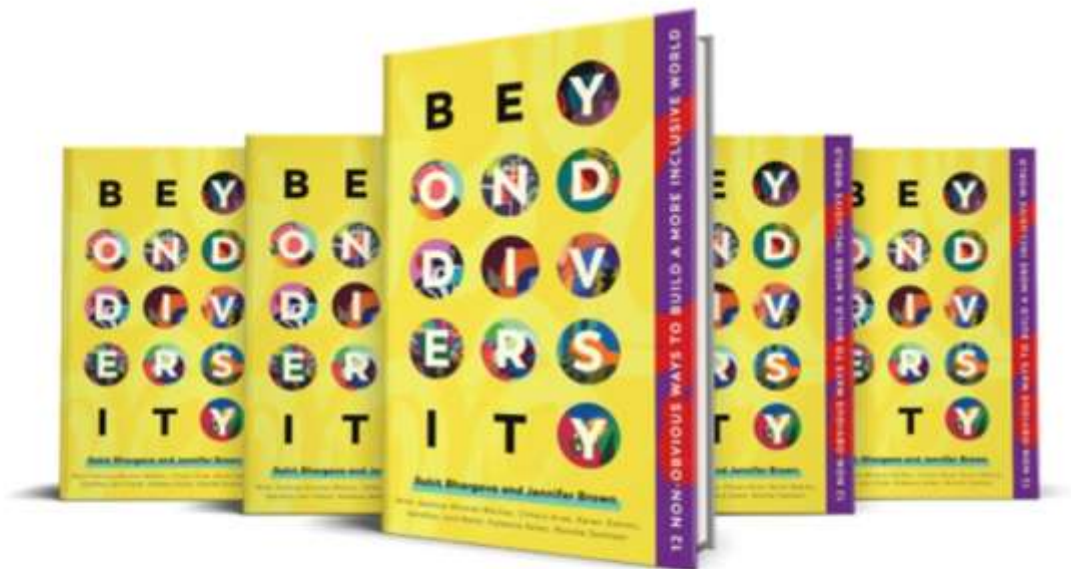


IMAGE SOURCE: DALL-E AI GENERATORS

IDEA SOURCE: IMAGINABLE BY JANE MCGONIGAL

ACTUALLY BE AN ALLY



International Women's Day

STOP INTERRUPTING. START LISTENING.



WOMAN INTER RUPTED

Make your voice heard.
Download now and help us
fight Interruption.



XXXX
XXXXXX
XXXXXX





CREATE SPACE

MAKE OASIS MOMENTS
PRACTICE TIME TRAVEL
ACTUALLY BE AN ALLY



#2

UNCOVER **INSIGHTS** BY OBSERVING

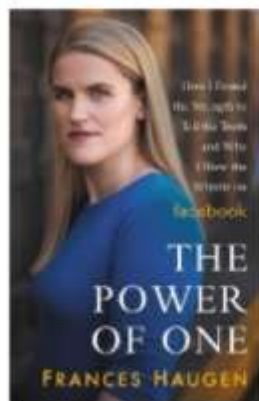
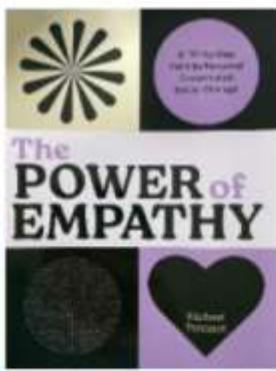
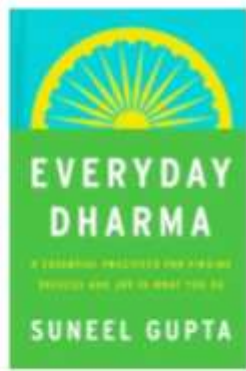
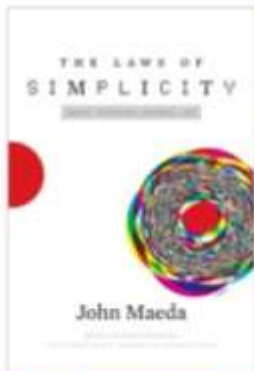
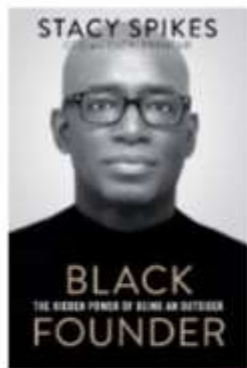




SEEK UNFAMILIAR STORIES



WWW.INC.COM/NONOBVIOUS



SIX

THE MUSICAL



SPOTLIGHT NEW TRUTHS



Get an Airbnb that's friendly
for everyone



Bedtime

Airbnb



Get an Airbnb, and get a
place to yourself



Get an Airbnb, and get more
space



Some trips are better in an Airbnb.

Dove Real Beauty SKETCHES

Only 4% of women believe they're beautiful.
We inspired the other 96% to think the same.

IDEA: The biggest barrier to women feeling beautiful is their own self-perception.

To prove that they are more beautiful than they think, we asked for an idea inspired by our goal to conduct a social experiment. The result was a powerful and emotional concept: 2 men and 2 cultural-artists (two female and two male) will be sketching, with an artist's intent, the sketches. The complete portraits were also used on Print, COOL and on the new visual of TV screens.

STRATEGY: We wanted to explore the audience, we highlighted the fact that this was a social experiment, not a commercial. The film was launched with a global premiere on the Today Show, the largest morning show in the US. Following interviews with the women who participated in the experience. Minutes after the segment, we distributed the film film to top media around the world and through Dove's award-winning channels. The video arrived on Social Media quickly made the headlines of global Media.

RESULTS: Women were inspired to improve their self-image. Real Beauty became a global topic of conversation again.



Results after 2 weeks:



7 shares for every 20 videos
87% Likes
1600% increase in Daily
Channel subscribers
\$11,238 new Direct Sales



3.1 million aggregate
views on Facebook
4 in 10 Facebook users
took the challenge
\$11,238 new Direct Sales



240 million impressions
1400% increase in Daily
tweets about the brand
\$11,238 new Direct Sales



Responsible for 90% of video
content shared within our
global community
CTR 0.26% (industry benchmark
ranged at 0.02%)



Covered by over 100 US, UK, Canada
and Australia broadcast channels
Featured on: Today Show, Good
Morning America, NBC News,
Morning Show, BT News, Global
News

14 CNN and HLN segments
4 New York Times
2 Wall Street Journal video stories
article in The Independent
the Guardian and The Telegraph
2 Huffington Post articles

Results after 2 weeks:

3.8 Billion
Global impressions

73.4 Million
YouTube Views

4th MOST SHARED AD EVER
YouTube

MOST SHARED ARTICLE
in Marketing's history

"They have gone beyond the skin
and touched a nerve"
The New York Times

"Makes a powerful point"
The Guardian

"A significant change in
marketing advertising standards"



"In less than a week, Dove achieved the same as
82 million 30 second spots and all consumer comments,
shares, likes and subscribers came for her"

Laura Watson - Google VP Video Sales

"Improves the way women look at themselves"
Forbes

"In less than a week, it was viewed more times
than any ad on YouTube in the whole 2012"

Mark Warren, VP Google Adwords & Content Europe

"Dove is it of it again"
TIME



Media coverage of this
and YouTube channel



Long Form Documentary
Production



7 different presenters each film



The Queen of Her show on
Today Show



Sketches created



7 different presenters
and 10 different films
Created along



All the content was distributed all over the world



Watch the video at
www.dove.com/realbeauty/sketches





2007



2015



2022

gettyimages

NOTICE LONG SHIFTS

Search: "fatherhood"



UNCOVER INSIGHTS

SEEK UNFAMILIAR STORIES

SPOT THE DIFFERENCE

NOTICE LONG SHIFTS

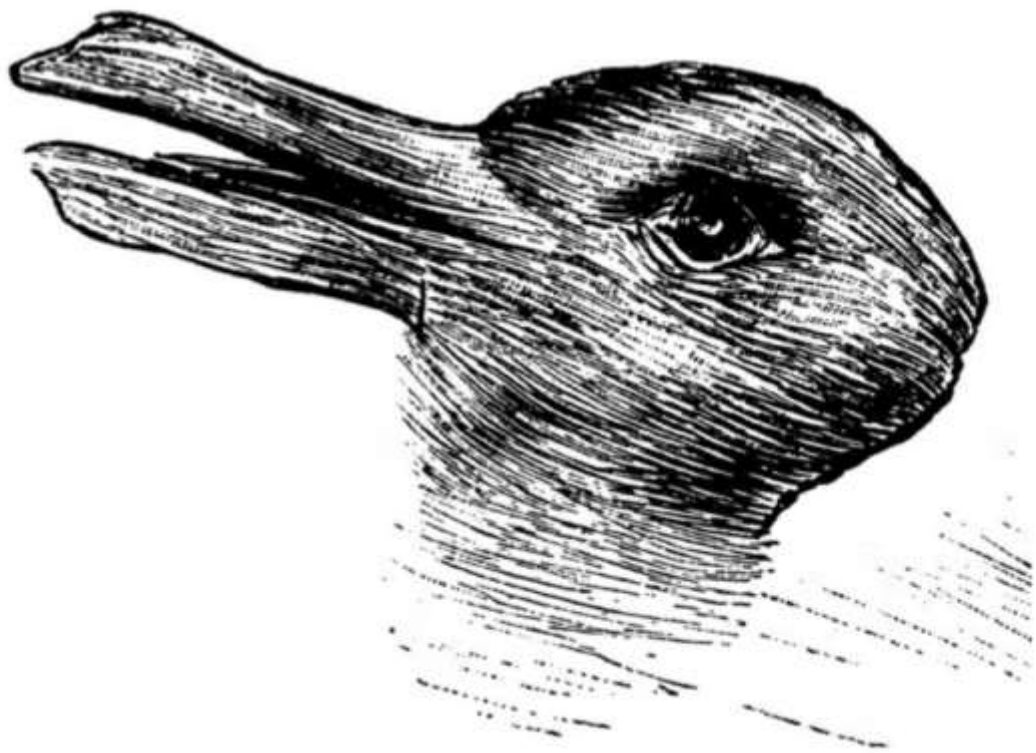


#3

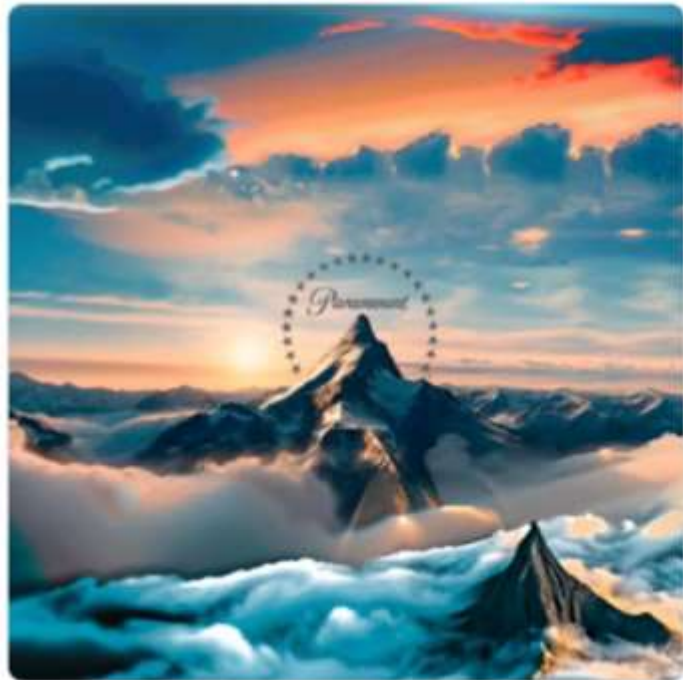
FIND THE **FOCUS**
WITH CURATION



SEE THE BIG PICTURE

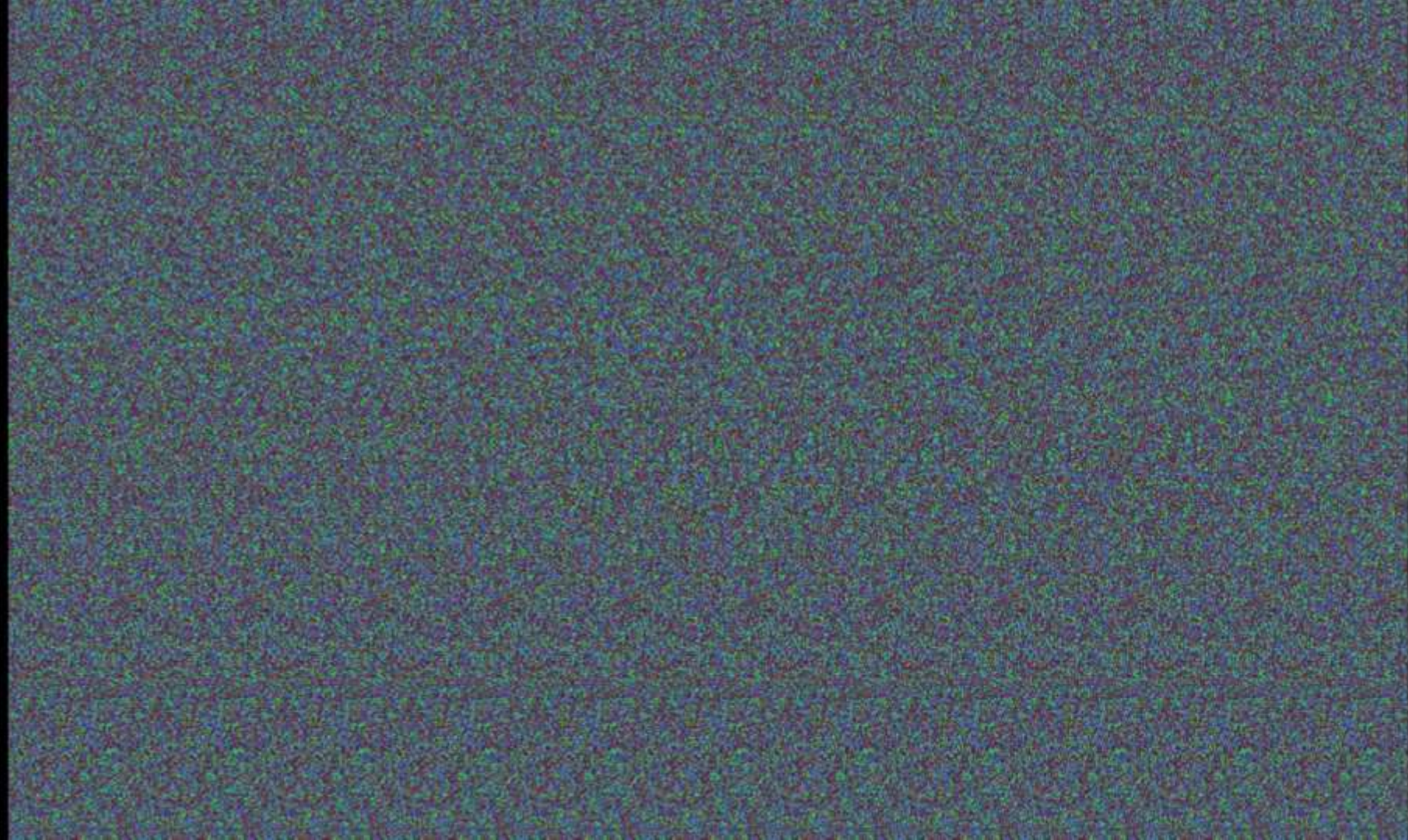


#dalle #dalle2 #aiart #aiartwork



11:57 PM - Aug 31, 2022





SXS SW



ELEVATE WITH MEANING



...to the ...
...to the ...
...to the ...

HOUSE

GET SONIFIED

INCOME INSURANCE

CW

THE WORLD ACCORDING TO

When Aging Out Is Not an Option



ONE STEADY NON-ASSET

The Non-Obvious

"Imagine the Future" Itinerary



A CURATED ITINERARY TO EXPERIENCES AT SXSW THAT HELP YOU
SEE HOW THE FUTURE WILL UNFOLD AND GET READY FOR IT.

FRIDAY - MARCH 8, 2024

9:45 AM	High Forest Welcoming Remarks	SPEAKERS - HUGH FORREST ACC - BALLROOM D
10:00 AM	Spice & Poetry With NASA & Post Laureate Ada Limón	SPEAKERS - ADA LIMÓN & LOBI GLAZE ACC - BALLROOM D
11:30 AM	Featured Session: 10 Breakthrough Technologies of 2024	SPEAKER - ELIZABETH WAKOIN-BUREAU ACC - BALLROOM D
2:30 PM	Featured Session: Design in Tech Report 2024: Design Against AI	SPEAKER - JOHN MARDIA ACC - BALLROOM D
2:30 PM	How the Science of De-Extinction is Helping to Save Species	SPEAKERS - SETH GREEN & BEN LAMM JW MARRIOTT - SALON D
4:00 PM	Featured Session: 4 Secrets of Non-Obvious Thinking	SPEAKER - ROHIT BHARGAVA ACC - BALLROOM D
5:30 PM - THE NON-OBVIOUS 7 MINUTE MEETUP	SXSW REGISTRANT'S LOUNGE	
EXPERIENCE	The Lodge: A Paramount+ Experience	CLIVE BAR - 609 Davis St.
EXPERIENCE	XR Experience Exhibition	FARMHOUT - CONGRESSIONAL BALLROOM 101 RED RIVER ST, AUSTIN
PARTY	SXSW 2024 FILM & TV OPENING PARTY	THE DRISWELL - MEZZANINE 804 BRAZOS ST.

This itinerary was curated by the Non-Obvious Company ...

Our team, led by Featured Speaker Rohit Bhargava has been attending SXSW for more than ten years and we know it can get crazy. We produced these curated itineraries to help you get more out of the show by suggesting some of the panels and experiences we are looking forward to the most. Please note, this list does not include LOTS of great sessions and is only meant to be a guide to help make a crowded show experience just a little easier. We hope it helps!



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10:00 AM	Spice & Poetry With NASA & Post Laureate Ada Limón	SPEAKERS - ADA LIMÓN & LOBI GLAZE ACC - BALLROOM D
11:30 AM	Featured Session: Design in a Shifting World: What's Next?	SPEAKERS - ANDREW HAY (UNIVERSITY OF CALIFORNIA) & ANDREW HAY (UNIVERSITY OF CALIFORNIA) ACC - BALLROOM D
2:30 PM	How to Deliver a Kick-Ass SXSW Talk	SPEAKER - JOHN MARDIA ACC - BALLROOM D
4:00 PM	Featured Session: 4 Secrets of Non-Obvious Thinking	SPEAKER - ROHIT BHARGAVA ACC - BALLROOM D
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The Non-Obvious

"Make Me Better" Itinerary



A CURATED ITINERARY TO EXPERIENCES AT SXSW YOU CAN'T MISS
TO IMPROVE YOUR PERSONAL SKILLS & KNOWLEDGE.

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11:30 AM	Featured Session: The Power of Being: Why Being Yourself Matters More Than Ever	SPEAKER - ANDREW HAY ACC - BALLROOM D
2:30 PM	How to Deliver a Kick-Ass SXSW Talk	SPEAKER - JOHN MARDIA ACC - BALLROOM D
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The Non-Obvious

"Entrepreneurial Thinking" Itinerary



A CURATED ITINERARY TO EXPERIENCES AT SXSW YOU CAN'T MISS
TO INSPIRE YOUR BUSINESS OR HELP YOU START ONE!

FRIDAY - MARCH 8, 2024

9:45 AM	High Forest Welcoming Remarks	SPEAKERS - HUGH FORREST ACC - BALLROOM D
10:00 AM	Spice & Poetry With NASA & Post Laureate Ada Limón	SPEAKERS - ADA LIMÓN & LOBI GLAZE ACC - BALLROOM D

The Non-Obvious

"Iconic Speakers" Itinerary



A CURATED ITINERARY TO EXPERIENCES AT SXSW YOU CAN'T MISS
FEATURING AMAZING OR CELEBRITY SPEAKERS

FRIDAY - MARCH 8, 2024

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FLEET FEET AUSTIN
20 WALTER SEARHOLM DR. LBISB

12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
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12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM

EXPERIENCE	The Lodge & Restaurant Experience LODGE	CLIVE BAR - 405 DOW ST.
EXPERIENCE	XR Experience Exhibition	FARMWORK - CONGRESSIONAL BALLROOM 100 RED RIVER ST. AUSTIN
PARTY	SXSW 2024 FILM & TV OPENING PARTY	THE BRIGGILL - MEZZANINE 604 BEAZLE ST.

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Our team and we have been attending SXSW for more than two years and we know it can get crazy. We produced these curated itineraries to help you get more out of the show by suggesting some of the panels and experiences we are looking forward to most. Please note, this list does not include LOTS of great sessions and is only meant as a help to help make a crowded show experience just a little easier. We hope it helps!

The Non-Obvious "Make Me Better" Itinerary



A CURATED ITINERARY TO EXPERIENCES AT SXSW YOU CAN'T MISS
TO IMPROVE YOUR PERSONAL SKILLS & KNOWLEDGE.

FRIDAY - MARCH 8, 2024

9:00 AM	10:00 AM	11:00 AM
9:00 AM High Forest Wilderness Remarks Speakers - High Forrest ACC - BALLROOM D	10:00 AM Space & Poetry With NASA & Poet Laureate Ada Limón Speakers - ADA LINÓN & LOUI GLAZE ACC - BALLROOM D	11:00 AM Featured Speaker Report 2024

12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
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12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM
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The Non-Obvious "Iconic Speakers" Itinerary



A CURATED ITINERARY TO EXPERIENCES AT SXSW YOU CAN'T MISS
FEATURING AMAZING OR CELEBRITY SPEAKERS

FRIDAY - MARCH 8, 2024

9:00 AM	10:00 AM	11:00 AM
9:00 AM High Forest Wilderness Remarks Speakers - High Forrest ACC - BALLROOM D	10:00 AM Space & Poetry With NASA & Poet Laureate Ada Limón Speakers - ADA LINÓN & LOUI GLAZE ACC - BALLROOM D	11:00 AM Featured Speaker Report 2024

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Obvious Company —

BRING OUT THE EMOTION



THE GIRL EFFECT

HOME

EXPLORE

WHY GIRLS?

ABOUT

NEWS

GIVE



**GIRLS ARE THE MOST
POWERFUL FORCE FOR
CHANGE ON THE
PLANET.**

**WELCOME TO THE
GIRL EFFECT.**

EXPLORE. DISCOVER.
TAKE WHAT YOU NEED...



THE GIRL EFFECT



EDITOR'S CHOICE



MONOPOLY

FOR DEALING WITH
A SETBACK



MONOPOLY

FOR LEARNING HOW
TO CALM DOWN





FIND THE FOCUS

SEE THE BIG PICTURE
ELEVATE WITH MEANING
BRING OUT THE EMOTION



#4

DEFINE A **TWIST**
TO BE UNIQUE



HACK HUMAN BEHAVIOR



VANMOOF
ELECTRIFIED S

OUTSMART THE CITY



80%

less
damages



FIND OPTION C





BE UNEXPECTED



It's Times New Roman but every seventh letter is jarringly sans serif. *It's Times New Roman but every seventh letter is jarringly sans serif.* **It's Times New Roman but every seventh letter is jarringly sans serif.** *It's Times New Roman but every seventh letter is jarringly sans serif.*

Times New Bastard is a free font based on [a Tumblr thread](#): "It's Times New Roman but every seventh letter is jarringly sans serif."





WTOP News

11h · 🌐



Ice cream that looks like a cicada? It's the newest hit menu item for this local ice cream shop.



WTOP.COM

Arlington ice cream shop nearly doubles sales after introduction of cicada sundae

👍 🤪 ❤️ 617

94 Comments 228 Shares





DEFINE A TWIST

HACK HUMAN BEHAVIOR

FIND OPTION C

BE UNEXPECTED



SPACE
INSIGHT
FOCUS
TWIST

Sift /sift/ verb

Examine (something) thoroughly to isolate that which is most important or useful.



Changing the world
starts with practicing
NON-OBVIOUS THINKING
every day.



Non-Obvious Thinkers

See What Others Miss.

(AND YOU CAN TOO)

