



RAHAF HARFOUSH

DIGITAL ANTHROPOLOGIST

New York Times Best-Selling Author, Researcher, and Professor focusing on the intersection of innovation, leadership, and emerging technologies.

[Watch the TED TALK \(+670k views\)](#),
[Check out the LinkedIn Course \(+12K learners\)](#),
[Read the Harvard Business Review Article.](#)

THEMES

- Leading in Times of Disruptive Change
- Web3 and Emerging Digital Markets
- Building a Culture of Humane Productivity
- Understanding Digital Culture
- Thriving in the age of Constant Connection
- The Great Resignation/Talent in Post-Pandemic

CUSTOMIZED CONTENT

- **Industry-Specific Research & Case studies.**
- **Best Practices Tailored for Specific Functions:**
 - Marketing, HR, L&D, Ops, Legal, and other C-Suite Roles.
- **Insights for Different Levels**
 - C-Suite, Junior Level, All-Hands.
- **Messaging Aligned with Your Strategic Objectives**
 - Client & Partner Events, General Annual Meetings, Team Off-Sites.

Multiple Formats:

- Fireside Chats
- Panels & Round Tables
- Panel Moderator
- Event MC (Emcee)
- Keynotes

EXPERTISE:

- Professor of Innovation, **SciencesPo School of Management & Innovation in Paris**
- Member of **France's National Digital Council**
- Visiting Policy Fellow, **Oxford Internet Institute**
- Member, **President Macron's Commission on Technology & Democracy**
- Executive Director, **Red Thread Institute of Digital Culture**
- Associate Director, Technology Pioneers, **World Economic Forum**
- Digital Media Team, **Barack Obama 2008 Presidential Campaign**
- Research Coordinator, "**Wikinomics: How Mass Collaboration Changes Everything**" (by Don Tapscott)

BOOKS:

- The Loss Economy (2024)
- Humane Productivity (2023)
- Hustle & Float (2019)
- The Decoded Company (2015)
- Yes We Did! (2009)

GOING DEEPER

- Workshops
- Insight Briefings
- Digital Safaris



CREATIVE-CENTRIC CULTURES

OUR WORK LIFE IS IN CRISIS

Companies are facing immediate challenges in recruiting and retaining highly skilled creatives, an essential part of thriving in today's hyper competitive business landscape.

In addition to the pressure of being connected 24/7, employees are struggling to be both constantly creative and constantly productive to keep up with the never-ending demands of their jobs – and it's not working.

In the rush to boost performance, we have become over-worked, over-scheduled and overwhelmed. We come to work armed with to-do lists, life-hacks and inbox-zero mentalities. We are trained to respond at a moment's notice, manage competing priorities and rapidly jump from task to task.

We focus on attaining maximum efficiency while trying to generate creative solutions with the same rigor as completing our tasks. And when it doesn't work as planned we force ourselves to push through, to work longer and harder to chase down the ideas that seem to elude us.



HOW CAN COMPANIES COPE?

Backed with extensive research and case studies, Rahaf pushes past ineffective common solutions to these problems to tackle the deeper cultural questions.

From the dark side of the American Dream to the idolization of entrepreneurship culture in the media, audiences will uncover the hidden forces influencing our beliefs about work and learn practical tips to burnout proof their culture and implement policies that allow people to thrive in the age of constant connection.

AUDIENCE

Companies struggling with remote work, digital exhaustion burnout.

Companies that are prioritizing mental health and well-being.

Teams ready for practical & research backed strategies to address this issue.

CUSTOMIZATIONS

Leadership & C-Suite, All Hands, HR, L&D.

Function Specific.

External or Internal Events.

DIGITAL CULTURE



TECH IS SHAPING OUR LIVES

We're seeing the rise of the world's first global digital culture—a place where ideas and cultures mix seamlessly, unrestricted by geography or borders.

We can now enjoy new ways of coming together, forming geo-agnostic communities united by an Internet connection and a common interest.

LEVERAGE THE POTENTIAL OF ONLINE COMMUNITIES

- How are platforms like Tiktok changing communities, education, & connection?
- Can memes be used as a tool of war?
- What can video games teach us about emerging digital markets?

In customizable talks, Harfoush covers the full scope of digital culture. She speaks on innovative cities: how digital culture allows us to connect, report problems, and create real-life benefits for all citizens.

She describes how digital culture shapes our behavior and responses during times of crisis. She explores how we might map intimacy and engagement across diverse digital communities.

Moving from transparency and disruption in healthcare to digital leaks, cyber security, and social media activism in the world of politics, or from real-world risks and rewards of having an 'e-identity' to the potential for digital culture to revolutionize education, Harfoush is our plugged-in guide to how emerging technology is re-writing the rules of culture, and power.

AUDIENCE

Companies that want to understand specific digital trends.

Companies that want to leverage emerging digital trends in their marketing, recruiting, or strategic efforts.

CUSTOMIZATIONS

Leadership & C-Suite, All Hands, HR, L&D.

Function specific.

External or Internal Events

Clients can choose themes of interest.

AI & THE DIGITAL REVOLUTION

WHO TEACHES A MACHINE WHAT'S "RIGHT"?

We are on the verge of one of the biggest technological disruptions our species has ever faced. As automation, algorithms, and artificial intelligence continue to advance at an exponential rate, technology is rewriting the rules of our society that have served us for decades.

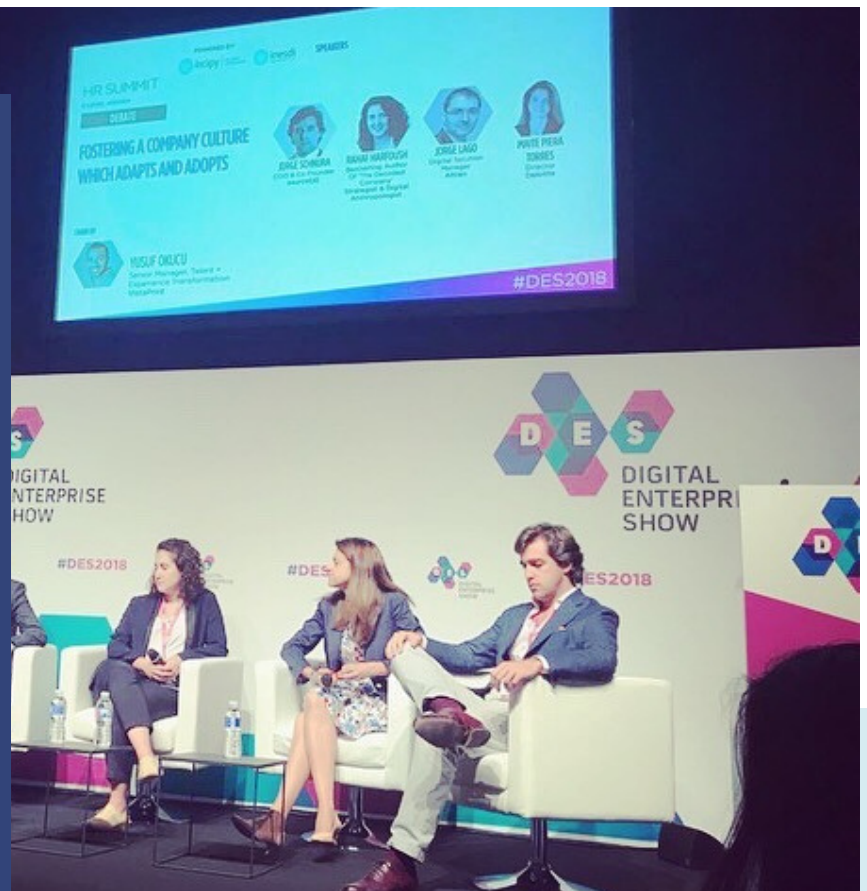
In this talk, Rahaf explores what it means to be human in world where the features that differentiated us are now being replicated by machines.

Google developed an AI that created original works of art mere hours after it was programmed.

A Japanese AI was a finalist in a prestigious literary competition. Financial companies are investing in algorithms that can do the work of teams of analysts in mere seconds.

Work is only the beginning. New technologies are redefining traditional friendships and relationships. Research suggests that by 2050 robot sex will be more popular than its human counterpart. What do all of these changes mean for our notions of intimacy, monogamy, parenting, dating, and social interaction?

In this keynote, Rahaf dives into some of the ethical, cultural, and social questions that surround these technological advancements showing both the promise and peril of living in a constantly connected society.



WHAT WILL BEING HUMAN MEAN?

- Should we tax robots?
- What if my child's best friend is a chat-bot?
- What does an algorithmic ethicist do?
- Will Deep Fakes undermine our trust in institutions?
- What are the moral imperatives around facial recognition?

AUDIENCE

Audiences wanting to understand the implications of AI on their sector, company, or industry.

Companies that want to translate tech jargon into accessible analysis.

Teams that want insights to support their AI policies.

CUSTOMIZATIONS

Leadership & C-Suite, All Hands, HR, L&D.

Function specific. Level of comfort with subject taken into account.

External or Internal Events.

CONSTANTLY CONNECTED



UNDERSTANDING OUR DIGITAL BEHAVIORS

In a world where there seems to be new gadgets, apps, and digital tools released daily (if not hourly), it's easy to get lost in the flood of new technology and overlook how quickly, and profoundly our world is changing.

In this unique talk, Rahaf explores how technology is weaving itself into the social fabric of our lives and influencing everything from how we make friends and date to how we work and parent. Welcome to the age of unprecedented technological intimacy.

DEVELOP A HUMAN-CENTRIC TECH POLICY

- What skills do leaders and employees need to succeed in this digital age?
- How should we address information overload?
- What policies will attract the best talent?

Harfoush reveals how our educational system predisposes us to information overload, how the algorithms that control our social networks can impact our world views, and how the rise of first global digital culture is creating new alliances that threaten the status quo of business, politics, and our daily lives.

Packed with fascinating case studies, Rahaf will show you how new technologies are shaping our behaviours and creating a new cultural paradigm.

With this talk, audiences will go beyond the trend to develop a deep, human-centric understanding of how technology is changing our relationship with the world, and will learn five key questions to ask when trying to make sense of our new constantly connected lives.

AUDIENCE

Companies that want to encourage resilience, agility and innovative thinking.

Companies that want to improve their digital culture practices.

CUSTOMIZATIONS

Leadership & C-Suite, All Hands, HR, L&D.

Function specific.

External or Internal Events.

Clients can choose themes of interest.

WEB3: THE NEXT FRONTIER

WILL WEB3 LIVE UP TO THE HYPE?

Artists selling NFTs of their work for millions of dollars. People pooling their resources together to try and buy a copy of the US constitution. Metaverses being touted as the next frontier for connection and entertainment.

The web is abuzz with the promise and potential of Web3, new applications of technologies built on the blockchain.

But beyond the headlines, what's really going on?

Q: Do our beliefs align with our technology?



In this keynote, Rahaf uses research to separate fact from fiction, outlining the opportunities, blindspots, and areas of concerns that leaders should be thinking about as they consider how to move into this emerging space.

Using compelling examples, case-studies, and stories, Rahaf makes Web3 accessible and entertaining. She provides an easy-to-understand breakdown of strategy, business models, and the technologies that are at the forefront of the web's latest iterations.

WELCOME TO THE METaverse

- What does a "decentralized" web promise?
- What are the risks for companies and consumers?
- Are people *really* spending that much money?
- Who has a vested interest in the success of these tools?
- What companies are successfully navigating this new market?

AUDIENCE

Audiences wanting to understand the implications of Web3 on their sector, company, or industry.

Companies that want to translate tech jargon into accessible analysis.

Audiences that want a futuristic look at the potential of Web3.

CUSTOMIZATIONS

Leadership & C-Suite, All Hands, HR, L&D.

Function specific. Level of comfort with subject taken into account.

External or Internal Events.



GO DEEPER

Workshops

A keynote is only the beginning. Go deeper by adding a workshop to your event. Rahaf's workshops are designed to help translate insights into tangible strategic opportunities.

Available Live or Virtual.

Digital Safari

It's one thing to tell someone about a trend, but it's another to have them experience it first hand. Are you curious about the Dark Web? Web3? Tiktok? Niche Internet Communities? Join Rahaf on a customizable tour of the web. Explore upcoming influencers, see the latest trends, decode viral memes and more.

Available Live or Virtual.

Insight Briefing

Take advantage of Rahaf's presence at your event by booking a custom briefing with your VIP clients, Sponsors, or Senior Leadership team. This is an extended and private briefing that includes more in-depth research, as well as the opportunity to discuss the implications of Rahaf's research in an intimate and off-the-record setting.

Available Live or Virtual.

ABOUT RAHAF



 [@foushy](https://www.instagram.com/foushy)

 [@rahafharfoush](https://www.linkedin.com/in/rahafharfoush)

 [@rahafharfoush](https://twitter.com/rahafharfoush)

Rahaf Harfoush is a Strategist, Digital Anthropologist, and New York Times Best-Selling Author who focuses on the intersections between emerging technology, innovation, and digital culture. She is the Executive Director of the Red Thread Institute of Digital Culture and teaches “Innovation & Emerging Business Models” at Sciences Politique’s school of Management and Innovation in Paris. She is currently working on her fourth book.

Rahaf is a member of France’s National Digital Council. In 2021 she joined The Oxford Internet Institute as a Visiting Policy Fellow. Her third book, entitled “Hustle & Float: Reclaim Your Creativity and Thrive in a World Obsessed with Work,” was released in 2019. She has been featured by Bloomberg, The CBC, CTV, and Forbes for her work on workplace culture. It has been translated into Chinese and French.

Rahaf is the co-author of “The Decoded Company: Know Your Talent Better Than You Know your Customers” It was published in early 2014 and was listed on both the New York Times and USA Today best seller lists. It won a 2015 Gold Axiom Award for Best Business Technology Book. Her first book, “Yes We Did: An Insider’s Look at How Social Media Built the Obama Brand,” chronicled her experiences as a member of Barack Obama’s digital media team during the 2008 Presidential elections.

In 2019, the prestigious “Les Napoleons” named Rahaf as one of the most innovative women in France. She was listed as one of the top future thinkers to shape the world by the Hay Literary Festival in 2017. Rahaf was named as a Young Global Changer by the G20 Global Think Tank Summit. Rahaf has also been recognized by the World Economic Forum as a Young Global Shaper, and by the Women’s Forum for the Economy and Society as a Rising Talent for her thought leadership in the fields of digital culture and technology. In 2014, Rahaf was also named as a “Canadian Arab to Watch,” by the Canadian Arab Institute. She is a member of the German Marshall Network of Transatlantic Leaders. Formerly, Rahaf was the Associate Director of the Technology Pioneer Program at the World Economic Forum .

Rahaf’s writing has been featured in HBR, Wired, The Globe and Mail, Fast Company, Monocle, The Financial Times, Techonomy, The Next Web and many more. She is a frequent commentator on France24 and the CBC. She has been speaking about Digital Culture and Technology since 2006. Rahaf is a proud third culture kid. She is Syrian, Canadian, and French.



FAQS

Will you sign an NDA?

Of course. I work with many clients where confidentiality is key. I will treat your information with the utmost respect.

I have a custom request. Can you do it?

Yes, as long as it falls within my wheelhouse of expertise. I love collaborating with clients to create a custom keynote.

If I don't feel like I'm the right fit for the job, I'll let you know and recommend some excellent fellow speakers.

Do you offer discounts for multiple events?

Yes. Not only do I offer discounts for multiple events, those discounts extend to additional services like workshops and briefings. I also offer additional bonuses for repeat clients.

Customized Keynote Examples

- Emerging Digital Markets: Understanding Virtual Gaming Goods. (Banking/Investing industry client)
- AI & The Law: Algorithms, Justice, and Ethics
- Technology & Storytelling: The impact of social networks on community narratives
- Emojis, Gifs & the Evolution of Language Online: How the internet is changing the way we communicate
- Digital Culture & CIOs : Security, Challenges & Opportunities
- Emerging Digital Trends for CFOs
- Recruiting & Managing Talent in the LinkedIn Era for CHROs
- Beyond One Way Broadcast: Trends for marketers and brands
- The Influencer Economy: CGI, Performative Vulnerability, and the Commodification of Personal Experiences
- Online Black Markets: Frauds, Scams, and Gifts Online

Virtual Event Set-Up

- Professional-Grade Camera & Lights
- Multi-Camera Options (HD & 4k)
- Pre-Record or Live
- Production Crew Available on Request

Booking Bonuses

- Social Media Promotion (Including Video)
- Post for your newsletter or blog.
- Online Engagement with Attendees Post Event.
- Discounts for booking multiple keynotes.
- Discounts for grouping services.
- Discounts on bulk-purchasing of Rahaf's books.
- Book Signings
- Special resources for your VIPs & Sponsors.

CONTACT

If you have any additional questions, please don't hesitate to email speaking@redthreadinc.co and request a complimentary 20 minute briefing call with me to see if I'm the right fit for your event.

Email: Speaking@redthreadinc.co

