Thimon de Jong (1977)
Founder, WHETSTON / strategic foresight

Biography

Thimon de Jong is the founder of WHETSTON / strategic foresight, a think tank specialised in future human behaviour & societal change and the implications for leadership & business strategy. He is a sought-after global (virtual) keynote presenter and leadership trainer. His clients include Morgan Stanley, Vodafone, IKEA and Nike.

In 2023, Routledge published Thimon's first book: 'Future Human Behavior - understanding what people are going to do next'. This book compiles the best of his research, cases and stories that are inspired by fifteen years of working on future challenges with a number of leading organizations throughout the world.

Thimon also lectures at the social psychology department of Utrecht University where he teaches master students how academic research can be practically applied to improve business strategy. He has a master's degree in Cultural Studies with a minor in International Business Studies. He is a former insights & strategy director at TrendsActive, researcher at FreedomLab Future Studies and editor-in-chief of RELOAD Magazine.

Social:
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www.linkedin.com/in/thimon
https://www.routledge.com/Future-Human-Behavior-Understanding-What-People-Are-Going-To-Do-Next/Jong/p/book/9781032129914

Testimonials:

"His expert views put a totally new light on current reality, and most importantly, where to go next. "
IKEA

"You helped us achieve our goal of the culture summit; which was to allow leaders to pause and consider their leadership approach in how we work together to achieve great results."
Robert Half

"Thimon really helped PWC leaders at several events over the years by making change seem not so scary or unattainable. We now have implemented several of his practical suggestions in our own behaviours."
PWC

"Thimon is our favourite prospectivist"
BNP Paribas

"Your masterclasses have been very helpful for us in creating space for reflections and triggering discussions at the ECB on how we approach the (hybrid) future of work."
ECB