



COUNCIL INSIGHTS



Meet the Council

Mats Lederhausen

Mats Lederhausen attended his first TED conference in 2009; he hasn't missed one since. The spirit of TED resonated deeply with him, and later, so did the “global diversity and breadth of the TEDx community.”

“I have always considered concerned curiosity as part of my core values,” he said about his connection to TEDx. “Meaning I am concerned about the state of the world but prefer being part of the solutions versus being part of the problems.”

Problem solving is a cornerstone of Lederhausen's career. After a successful and storied career with McDonald's, he formed BE-CAUSE in 2007, a company that is a platform for investing and building businesses with a “purpose bigger than their products.” One of the platforms of BE-CAUSE is that the better a company knows why and who they exist to serve, they “will end up attracting better employees and more loyal customers and therefore ultimately be more successful.”

As a Council member, Lederhausen believes in an if it ain't broke don't fix it mentality when it comes to TEDx, since he feels the platform is already successful. That isn't to say he doesn't see room to make things better. One of his goals as a Council member is to help create a resource library that would be easily searchable and accessible for the entire TEDx community.

“Anyone looking for an idea should be able to find relevant topics and solutions,” he said. “I see an enormous potential in improving our app system such that local attendees can be a more integral part in the global TED community. I envision almost like a talent network where people can raise their hand and say, ‘I am really passionate about this topic and here are my core skills.’ So, if you look for a graphic designer in Kolkata that is passionate about early childhood education, you can find her! Wouldn't that be powerful?”

Lederhausen is also attracted to the mentality within the TED community that is rooted in a passion to “co-create and collaborate around ideas that can propel human progress.” TED is to me a community of hope. Applied hope,” he added. “Hope you can act on. It's also a community of friends and people I have come to love. The connections and the ideas I have made at TED and continue to make there have been invaluable as I pursue my mission of building business that have a purpose bigger than their products.”