



Speaker Preview Packet

Know What's Next:

Revealing Hard Trends and Innovative Strategies to Accelerate Transformation for Over 30 Years.

Daniel Burrus' Keynote Topics:

- **The Anticipatory Organization™**
The Missing Competency
- **Accelerating Growth**
- **Leading With Strategic Foresight And Certainty**
- **Business Process Transformation**
The Big Ideas That Are Changing Everything
- **Technology-Enabled Innovation:**
Creating And Sustaining Competitive Advantage
- **Using Hard Trends to Transform How We Market & Sell**
- **Accelerating Retail Sales**
Using Hard Trends to Drive Growth
- **Transforming Healthcare With Technology-Enabled Innovation**
- **Flash Foresight:**
Seven Radical Principles That Will Transform Your Business
- **Using Technology To Accelerate Learning**



Delivered By One of the World's Leading Technology Forecasters and Business Strategists

- World-famous for his 30+ year record of accurately predicting the future of technological change and its direct impact on the business world.
- Author of six books, including *The New York Times* and *Wall Street Journal* best seller *Flash Foresight: How To See the Invisible and Do The Impossible*.
- Named by the New York Times one of America's top three business "gurus" in the highest demand as a speaker.
- A strategic advisor to leaders from Fortune 500 companies including IBM, American Express, Toshiba and Disney.
- A featured blogger on the topics of innovation, change and the future for *CNBC*, *Huffington Post*, *Examiner* and *Wired Magazine*.

Daniel Burrus

FUTURIST | STRATEGIC ADVISOR | BEST-SELLING AUTHOR

Recent Work



- When IBM launched IBM Global Business Services with their top 40 industry experts to plan a game-changing future for IBM, the only outside resource they used was Daniel Burrus.



- When Vodafone launched its Global Mobile Enterprise service to Fortune 200 companies, they chose Daniel Burrus to deliver the message to C-level Executives in multiple national events.



- When Deloitte gathered leaders from China and SE Asia for a major forecasting event, they chose Daniel Burrus. Based on the success of that event, Deloitte has changed their industry-forecasting model to incorporate Burrus' Hard-Trend methodology.

Customized For Your Industry & Audience

Daniel Burrus has given over 2,700 keynote addresses that motivate and inspire audiences to take positive actions based on his breakthrough insights. Every talk he gives is customized to your industry and your organization with content that is always extremely timely, motivating, actionable and focused on turning rapid change into competitive advantages. Perhaps that's why the majority of his clients invite him back to speak again and again.

"A 'must-hear' presentation."
- Steven A. Ballmer, CEO, Microsoft

"By applying the principles of Flash Foresight to our business, in less than a year we have been able to double our revenues and increase the value of our company by a factor of four, and we feel the biggest impact is yet to come."
- Arni Bellini, CEO, Connectwise

"It came as no surprise that you were rated the top speaker in our audience evaluations. Your unique blend of wit and insight awakened all of us to the need to develop the knowledge network necessary to move a 21st Century mindset."
- Robert Howe, Vice President, IBM

"Thank you for the obvious time and effort you put into customizing your talk to our culture and needs instead of delivering a 'canned' speech. It will be difficult to find a speaker of your caliber next year."
- Barbara Mauntler, Director, St. Vincent Medical Center

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Strategic Consulting Services

Daniel Burrus also offers a game-changing strategic process for leadership teams that produces dramatic results in a short amount of time. He also offers one-on-one strategic business consultation.

Partial List of Clients

3M	DuPont	McGraw Hill	Southern CA Edison
American Express	ExxonMobil	MCI	Toshiba
AT&T	FirstData	Merk & Company	Underwriters Laboratories
BASF	General Electric	Microsoft	Univision Communication
BP Global	General Mills	Motorola	US Department of Agriculture
Citibank	Google	Nestle	US Forest Service
Compaq	Honda	NBC Universal	Verizon
Dell	HP	Northwestern Mutual	Wells Fargo
Deloitte	IBM	Philip Morris	Whirlpool
Dow Chemical	Lexus	Sprint	Xerox

He is the author of **six books**, including *The New York Times* and *Wall Street Journal* best-seller *Flash Foresight: How To See The Invisible and Do The Impossible*, as well as the international best-seller *Technotrends*.

