

Daniel Burrus

KEYNOTE SPEECH SAMPLES

GLOBAL TECHNOLOGY FUTURIST | STRATEGIC ADVISOR | BESTSELLING AUTHOR



The Anticipatory Leader: Harness Hard Trends for Rapid Innovation and Exponential Growth

Keynote Description:

In the fast-paced world of business, staying ahead of the curve is crucial. That's why the explosive growth of Generative AI tools has become a game-changer, offering unparalleled opportunities for both growth and disruption. Digital transformation is happening at an exponential rate, making it more important than ever to anticipate change and act accordingly. Anticipatory Leaders are paving the way by using Hard Trends based on future facts to identify and address disruptions before they even happen. By pre-solving predictable problems and anticipating customer needs, Anticipatory Leaders can gain a competitive advantage that helps them stay ahead of the curve. Don't get left behind – become an Anticipatory Leader and unlock the full potential of your business.

Key Takeaways:

Through industry-specific examples, attendees will learn how to identify Hard Trends based on future facts that are certain to occur and how to leverage these insights to develop low-risk, high-reward strategies for elevating value, accelerating growth and achieving transformative results. Don't miss out on this opportunity to gain valuable insights to propel your business to the next level.

- Unlock the power of new AI tools to increase speed, lower costs and drive growth.
- Anticipate and prepare for disruptions before they happen by identifying and acting on Hard Trends.
- Pre-solve predictable problems to move forward faster by leveraging Hard Trends to gain a competitive edge.
- Accelerate growth by identifying emerging opportunities through the use of Hard Trends.
- Stay ahead of the curve by identifying Soft Trends and influencing them to your advantage.
- Leverage the certainty provided by Hard Trends to drive both Everyday and Exponential Innovation with reduced risk.
- Accelerate your organization's growth and your employees' success through Problem Skipping techniques.



An exclusive offering available alongside Daniel Burrus' keynote presentations.

The Hard Trend Opportunity Report equips your team with a long-term advantage, ensuring they're prepared to navigate the ever-changing future.

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Harness Hard Trends and AI: Unleash Innovation and Amplify Growth

Keynote Description:

The use of Artificial Intelligence is not new, but it has recently gone from an evolutionary state to a revolutionary state with the explosion of new Generative AI tools. As this world becomes increasingly digital, incorporating Generative AI into your business strategy is critical to lowering costs as well as driving innovation and fueling growth. In this keynote presentation, Daniel Burrus will share AI tools and strategies that can be used to lower costs, increase speed, and drive new levels of innovation and growth. In addition, he will share what not to do with Generative AI tools in order to protect your digital and real-world assets.

As a strategic advisor to both the military and leading companies on AI, Daniel will examine the current state of AI technology and its potential to free up human resources to focus on higher-value activities to accelerate innovation and growth. He will share a wide variety of examples of how businesses are using AI and how audience members can benefit both today and tomorrow.

Key Takeaways (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus will provide specific strategies and tools for incorporating AI into your business.

In addition, Burrus will use industry examples to teach attendees how to identify the Hard Trends based on future facts that will happen and how to use those certainties and the game-changing opportunities they provide to turn disruption and change into opportunity and advantage.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- How to harness new AI tools to lower costs, increase speed and accelerate growth.
- The potential benefits AI can bring to your business and what to consider when optimizing your operations.
- Valuable insights AI can provide in analyzing customer behavior and market trends.
- How to use AI to gain insights into your business, customers and industry.
- Strategies for incorporating AI into your business operations, such as automating repetitive tasks and using AI-powered analytics for decision-making, to name a few.
- How to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- The ethical implications of AI and considerations in ensuring you are using this technology effectively and responsibly.

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Positive Disruption: Accelerate Innovation, Growth and Relevance Through Transformative Change

Keynote Description:

The global proliferation of Generative AI tools for business opens up unprecedented opportunities, challenges and transformations. The rapid pace of digital transformation has driven disruptive change to extraordinary levels, creating immense potential to accelerate your organization's success. Moving forward, it is crucial to position yourself as a proactive force, leading the disruption rather than succumbing to it. While disruption often carries negative connotations, perceiving it as an opportunity can be transformative. By leveraging Burrus' acclaimed Hard Trend methodology and his unrivaled history of accurate technology forecasts spanning four decades, you gain a distinct advantage. With the ability to identify disruptions well in advance, you can actively shape the future, becoming a positive force of change instead of merely reacting to unforeseen circumstances.

Key Takeaways (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future and the opportunities they provide. In addition, Burrus will share proven trends and strategies for becoming a positive disruptor, creating the must-have products, services and experiences that will increase relevancy and accelerate growth.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Unlock the potential of new AI tools to optimize cost efficiency, expedite processes and drive rapid growth.
- Master the art of foreseeing disruptions by identifying and leveraging Hard Trends, empowering you to proactively shape the future as a positive disruptor.
- Utilize Hard Trends to preemptively identify and solve problems, minimizing their impact and ensuring smooth operations.
- Capitalize on disruptive opportunities through the identification of Hard Trends, fueling accelerated growth and competitive advantage.
- Navigate the realm of Soft Trends by updating outdated assumptions and exploiting related opportunities to your benefit.
- Harness the certainty offered by Hard Trends to foster innovation with significantly reduced risk, propelling your organization forward.
- Embrace Problem Skipping to catapult your organization's growth and drive personal success for your employees.



All keynote speaking titles and descriptions can be customized to fit the unique needs of your audience.

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Future-Proof Your Business: Strategies for Thriving in an AI-Driven World

Keynote Description:

With the introduction of ChatGPT by OpenAI, and all of the other major players jumping on the AI bandwagon, hundreds of new AI-empowered tools are now available that have the power to transform the way we live, work and play. It's becoming increasingly important for businesses to adapt and embrace these new tool sets with an anticipatory mindset to stay both relevant and competitive. In this speech, Daniel Burrus will explore the opportunities and challenges that AI presents for businesses and discuss practical strategies for future-proofing your organization in an AI-driven world.

As a strategic advisor to both the military and leading companies on AI, Daniel will examine the current state of AI technology and its potential impact on various industries, from healthcare and finance to retail and manufacturing. He will discuss the key drivers of AI adoption, such as improving efficiency, reducing costs and enhancing customer experiences.

Key Takeaways (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus will provide specific strategies and tools for incorporating AI into your business.

In addition, Burrus will use industry examples to teach attendees how to identify the Hard Trends based on future facts that will happen and how to use those certainties and the game-changing opportunities they provide to turn disruption and change into opportunity and advantage.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- How to harness new AI tools to lower costs, increase speed and accelerate growth.
- Strategies for incorporating AI into your business operations, such as automating repetitive tasks and using AI-powered analytics for decision-making, to name a few.
- Understanding the importance of investing in employee training and development to ensure your workforce is equipped to work alongside AI technologies.
- Emphasis on the importance of maintaining a customer-centric approach and how AI can help businesses to better understand customer needs and preferences.
- How to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- A deeper understanding of the potential impact of AI on your business and practical strategies to leverage this technology to future-proof your organization.

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Accelerate Growth with Strategic Foresight: Elevating Your Path to Success

Keynote Description:

Unprecedented opportunities for rapid, profitable growth abound today like never before! The introduction of ChatGPT by OpenAI, along with the subsequent worldwide surge of AI tools for businesses, signifies both groundbreaking possibilities and challenges. Agility and adaptability are now insufficient! The key to success lies in accurately forecasting technological shifts and evolving customer demands.

In this era of unparalleled change and unpredictability, it's crucial to identify our certainties. Strategies anchored in uncertainty entail significant risks, while those built on certainty substantially reduce risks and yield exceptional outcomes.

Achieving strategic foresight involves pinpointing the Hard Trend future facts that are inevitable and linking them to their related opportunities.

Key Takeaways:

In this enlightening and inspiring talk, world-renowned futurist, authority on disruptive innovation and serial entrepreneur Daniel Burrus will captivate and empower you with strategic foresights. As the *New York Times* bestselling author of seven books, Burrus masterfully combines riveting examples with just the right amount of humor, illuminating the key trends that are molding our future and the massive growth opportunities they present.

In addition, Burrus imparts tried and tested trends and tactics to devise indispensable products, services and experiences that will enhance relevance and fast-track profitable expansion.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Empower your team with the knowledge to leverage cutting-edge AI tools, resulting in cost reduction, enhanced operational speed and rapid growth.
- Learn to identify and capitalize on Hard Trends – the inevitable future events – and the unique opportunities they offer for growth acceleration.
- Gain the ability to discern Soft Trends, trends based on assumptions that might happen, and learn to harness them to remove growth obstacles.
- Discover how to utilize the certainty derived from Hard Trends to stimulate innovation with substantially less risk.
- Master the technique of Problem Skipping to advance your progress at a faster pace.



Daniel Burrus is a highly successful entrepreneur who has founded and managed six successful businesses, is the author of seven books including *The New York Times* and *Wall Street Journal* bestselling book **Flash Foresight: How to See the Invisible and Do the Impossible**. His latest book, **The Anticipatory Organization: Turn Disruption and Change Into Opportunity and Advantage**, is an Amazon bestseller for Business. *The New York Times* has referred to him as one of the top three business gurus in the highest demand as a speaker.



The Anticipatory Organization®: Leverage Hard Trends for Enhanced Strategic Planning, Rapid Innovation and Transformational Outcomes

Keynote Description:

The rapid acceleration of digital transformation and disruption has diminished the effectiveness of traditional planning and innovation strategies. Moreover, the mere existence of a plan doesn't ensure success. Let's face it, every business in history that has failed or suffered a severe decline had a plan. Some plans were predicated on potential scenarios, and some assumed current trends would persist, while others were fixed plans aimed at executing a consistent strategy over several years, regardless of exponential technological change.

Daniel Burrus, the innovator behind the award-winning Anticipatory Organization® Planning Methodology, has revolutionized the approach to planning and innovation among highly successful organizations of all sizes, including the Department of Defense.

Key Takeaways (Customized for Each Audience)

In this enlightening and highly engaging presentation by one of the world's foremost global futurists, disruptive innovation experts and serial entrepreneurs, Daniel Burrus – a *New York Times* bestselling author of seven books – artfully combines vivid examples and the perfect dose of humor as he discusses the most significant trends shaping the future and the opportunities they offer. Furthermore, Burrus will employ industry-specific examples to instruct attendees on how to elevate their strategic planning by distinguishing Hard Trends – which are based on inevitable future facts – from Soft Trends – which are based on assumptions of what might occur. This will enable them to pinpoint transformative opportunities to boost innovation and growth, while significantly reducing risk.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Discover how organizations of diverse sizes have employed the Hard Trends methodology to stimulate both Everyday Innovation and Exponential Innovation, while significantly reducing associated risks.
- Learn to pinpoint inevitable Hard Trends, allowing for the accurate anticipation of disruptions before they occur, thus transforming disruption from an unexpected event into a strategic choice.
- Understand how to use Hard Trends to foresee potential problems and pre-solve them, thereby avoiding unnecessary complications.
- Master the art of using Hard Trends to identify emerging opportunities that can drive accelerated growth.
- Gain the ability to recognize Soft Trends and the associated opportunities to manipulate these trends to your benefit.
- Learn the strategy of Problem Skipping to expedite your organization's growth and boost individual success among your team members.
- Acquire the know-how to employ new AI tools effectively, reducing costs, increasing operational speed and accelerating growth.

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Disruptive Innovation: Harness the Power of Megatrends to Transform the Future

Keynote Description:

The rapid, technology-driven pace of change has been amplified to extraordinary levels, propelling several Megatrends, including the swift expansion of Generative AI tools for businesses, which are already transforming every industry and business model we know. These Megatrends will persist in accelerating, yielding unprecedented opportunities and potential disruptions, more so than at any other point in history. Leveraging Daniel Burrus' award-winning Hard Trend methodology and his proven record of accurately forecasting technology trends over the past 30+ years, disruptions can be anticipated well in advance, affording you the chance to become a positive disruptor. This empowers you to drive transformative change and proactively shape the future instead of merely responding to it.

Key Takeaways (Customized for Each Audience)

In this enlightening and inspiring presentation by one of the world's top global futurists, disruptive innovation experts and serial entrepreneurs, Daniel Burrus – a *New York Times* bestselling author of seven books – artfully interweaves compelling examples and the perfect dose of humor as he uncovers the most significant Megatrends shaping the future. He also explores potential disruptions and the transformational opportunities they offer. Furthermore, Burrus will present real-world examples of how both small and large organizations have used his Hard Trend methodology to anticipate disruptive Megatrends before they occur, enabling them to accelerate growth by becoming positive disruptors. The Megatrends, strategies and examples shared will equip attendees with the capability to create low-risk, high-reward innovations that enhance value, expedite growth and revolutionize results.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Discover how to leverage cutting-edge AI tools for cost reduction, enhanced efficiency and rapid growth acceleration.
- Learn to pinpoint inevitable Hard Trends and accurately foresee disruptions before they occur, transforming disruption into a strategic choice.
- Master the technique of utilizing Hard Trends to detect potential problems in advance and pre-solve them.
- Acquire the ability to identify emerging opportunities through Hard Trends, expediting growth.
- Understand how to recognize Soft Trends based on assumptions that might happen and the associated opportunities to manipulate them to your benefit.
- Explore ways to employ the certainty derived from Hard Trends for accelerating both Everyday and Exponential Innovation, while significantly reducing risk.
- Uncover the strategy of Problem Skipping to boost your organization's growth and individual success among team members.

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Ripe for Disruption: Explore AI Transformations, Opportunities, and Challenges Now and in the Future

Keynote Description:

Every business and industry is in the midst of an unprecedented disruption as the Generative AI revolution and rapid technological advancements bear down like oncoming headlights. Unlike recent times, this expansion of disruption is occurring at an unparalleled speed and depth, promising to have profound effects. Simply reacting as quickly as possible, regardless of one's agility, will no longer suffice.

Fortunately, Daniel Burrus' award-winning Hard Trend methodology, combined with his extensive experience as a strategic advisor to both the military and leading companies on AI, and his remarkable track record of accurate technology forecasts spanning four decades, enables the identification of disruptive changes well before they manifest. This empowers you to seize the role of a positive disruptor, leveraging groundbreaking tools to effect the transformative changes necessary as you actively shape the future rather than merely responding to it.

Key Takeaways (Customized for Each Audience)

In this captivating and inspiring presentation, led by Daniel Burrus - a renowned global futurist, disruptive innovation expert, serial entrepreneur and *New York Times* bestselling author of seven books - attendees will be treated to a wealth of compelling examples interlaced with just the right amount of humor. Burrus will unveil the most crucial trends influencing the future and the transformative opportunities they present.

Furthermore, through industry-specific illustrations, Burrus will impart valuable knowledge on identifying the Hard Trends - future facts that are certain to occur - and demonstrate how to leverage these certainties along with the game-changing opportunities they offer. This will enable attendees to harness disruption and change, transforming them into advantageous opportunities.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Unleash the power of new AI tools to drive cost reduction, amplify operational speed and propel exponential growth.
- Master the art of accurately identifying Hard Trends that will inevitably occur, empowering you to proactively anticipate disruptions and transform them into strategic choices.
- Learn how to leverage Hard Trends to preemptively identify and pre-solve predictable problems, ensuring smoother operations and optimal outcomes.
- Harness the potential of Hard Trends to spot emerging opportunities, fueling accelerated growth and competitive advantage.
- Develop the skill to discern Soft Trends based on assumptions that might happen, enabling you to influence them to your advantage and seize untapped possibilities.
- Utilize the certainty derived from Hard Trends to expedite innovation with significantly reduced risk, revolutionizing your organization's trajectory.
- Embrace the strategy of Problem Skipping to fast-track your organization's growth and cultivate personal success among your employees.

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Transforming Retail: Using Hard Trends and AI To Accelerate Innovation and Growth

Keynote Description:

There has never been more opportunity to redefine the customer experience and accelerate profitable growth in retail than there is today! The exponential pace of technology-driven change is creating a major opportunity to reinvent retail, making it more relevant, personal, and, above all, highly profitable.

AI is at the forefront of this transformation. By leveraging AI, retailers can gain unprecedented insights into customer behavior, optimize inventory management, and create hyper-personalized shopping experiences that increase brand loyalty and consumer engagement. AI-driven tools and strategies are revolutionizing omnichannel marketing, enabling retailers to seamlessly integrate online and offline experiences.

By learning to separate the Hard Trends that will happen from the Soft Trends that might happen, you can accurately anticipate technology-driven disruptions before they disrupt, problems before they happen so that you can pre-solve them, customers' needs before they express them, and game-changing opportunities before the competition. Mastering these capabilities, along with the strategic implementation of AI, will position you and your organization to turn disruption and change into an advantage, driving innovation and growth in the retail sector.

Key Takeaways (Customized for Each Audience)

In this eye-opening and highly motivating presentation by global technology futurist, disruptive innovation expert, serial entrepreneur, and *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future of retail and the opportunities they provide. Burrus' insights and strategies will provide examples of how to redefine the consumer experience using emerging technologies, including AI, that will foster a new level of interactivity across virtual and physical store fronts.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- How to distinguish between the Hard Trends that will happen and the Soft Trends that might happen, enabling you to accurately anticipate technology-driven disruptions before they disrupt.
- Discover how AI can be utilized to gain unprecedented insights into customer behavior, optimize inventory management, and create hyper-personalized shopping experiences that enhance brand loyalty and consumer engagement.
- Explore innovative strategies to transform brand communication practices, making them more effective in the digital age.
- Understand how AI-driven tools and strategies can revolutionize omnichannel marketing, enabling seamless integration of online and offline experiences.
- Learn how to identify and address customers' needs before they express them, positioning your organization to turn disruption and change into an advantage.
- How to identify new marketing channels embedded in e-commerce that can drive growth and profitability.



Revolutionizing Healthcare: Harnessing AI and Hard Trends for Innovation and Growth

Keynote Description:

The digital transformation of healthcare is advancing at an unprecedented pace. Innovations such as wireless telemedicine, AI-enabled disease management, point-of-care transactions, home diagnostics, virtual hospitals, e-enabled customer choice, and e-assisted living are revolutionizing the healthcare landscape. These technology-enabled areas are driving a positive transformation by making healthcare more accessible, efficient, and effective.

Artificial intelligence, advanced robotics, and other emerging technologies are not meant to replace doctors and nurses but to empower them. AI provides healthcare professionals with data-driven insights and actionable information, enhancing their effectiveness and enabling them to achieve better outcomes more quickly. By leveraging AI, healthcare staff at all levels can deliver more personalized and precise care, leading to improved patient experiences and outcomes.

Understanding the Hard Trends shaping the future of healthcare, along with the incredible opportunities they present, will empower attendees to chart a clear and informed course of action. This knowledge will be crucial in driving innovation and growth, ensuring that healthcare systems worldwide can meet the evolving needs of patients and practitioners alike.

Key Takeaways (Customized for Each Audience)

In this eye-opening and highly motivating presentation, Daniel Burrus, global technology futurist, disruptive innovation expert, and serial entrepreneur, blends rich examples with just the right amount of humor. As a *New York Times* bestselling author of seven books, Burrus shares the most important trends shaping the future of healthcare and the opportunities they provide. He will also present his methodology for accurately anticipating upcoming changes in AI and machine learning, accelerated pharmaceutical development and distribution, medical IoT applications, and mobile health technology. This knowledge will position you and your organization as leaders in healthcare transformation.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Teaching healthcare providers to identify the Hard Trends to accurately anticipate disruptions before they disrupt, turning disruption into a choice.
- Using Hard Trends to identify problems before you have them so they can be pre-solved.
- Identifying Hard Trends and their related opportunities to create better outcomes and accelerate growth.
- Strategies to identify Soft Trends based on assumptions that might happen and the opportunities to influence them to improve the entire patient experience.
- Approaches to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- Applying the Burrus "Skip It Principle" to accelerate your organization's growth and your employees' personal success.