

Daniel Burrus

KEYNOTE SPEECH SAMPLES

GLOBAL FUTURIST | STRATEGIC ADVISOR | BEST-SELLING AUTHOR



Anticipatory Leadership: Use Hard Trends to Accelerate Innovation and Growth

KEYNOTE DESCRIPTION:

Digital transformation has been accelerated 5 to 10 years in a matter of months, which has created new levels of exponential opportunities to accelerate growth. As digital transformation continues to accelerate, reacting and responding to change – no matter how agile you are – is no longer good enough. Anticipatory Leaders use Hard Trends to identify and act on disruptions *before* they disrupt. They pre-solve problems *before* they occur and anticipate customer needs *before* their competition. As a result, disruptive change becomes a major competitive advantage.

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 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 craft low-risk, high-reward strategies to elevate value, accelerate growth, and transform results.

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

- Identifying the most important Technology Driven Trends impacting the audience and their customers.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions *before* they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.



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



Positive Disruption: Accelerate Sustainable Growth with Digital Transformation

KEYNOTE DESCRIPTION:

Digital transformation has accelerated 5 to 10 years in a matter of months, which has created new levels of exponential opportunities to accelerate growth. Going forward, you will either be the disruptor or the disrupted! Unfortunately, most of us see disruption as negative because when an industry, organization, or career is disrupted, you're forced to react, crisis-manage, put out fires, and make dramatic changes in an effort to keep up and offset the damage caused by the disrupting technology, company, or event. Thanks to Burrus' award-winning Hard Trend methodology and his proven track record of accurate technology forecasts spanning the past 30+ years, disruptions can be identified long before they disrupt, giving you the opportunity to become a positive disruptor actively shaping the future rather than reacting to it.

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:

- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions *before* they disrupt, allowing attendees to become a positive disruptor actively shaping the future.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify disruptive opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.



Daniel Burrus' influence is highly regarded in business, innovation, and leadership worldwide. He has authored seven books, including the *New York Times* and *Wall Street Journal* bestseller *Flash Foresight* and his latest bestseller, *The Anticipatory Organization*, and has delivered over 3,000 keynote speeches worldwide. Daniel is one of the most influential leaders on LinkedIn, with over a million followers, and his weekly syndicated blogs have over a million readers.



Accelerating Growth: Leading with Strategic Foresight

KEYNOTE DESCRIPTION:

There has never been more opportunity to accelerate profitable growth than there is today! In 2020, everyone was forced to use digital solutions in new ways, which dramatically accelerated the exponential pace of technology-driven change. Agility and adaptability are no longer enough! Accurately anticipating technological changes as well as customers' changing needs provides the biggest advantage.

In times of unprecedented change and uncertainty, we need to ask ourselves what we are certain about. Strategies based on uncertainty equal high levels of risk. Strategies based on certainty dramatically reduce risk and produce superior results.

Strategic foresight is gained by identifying the Hard Trend future facts that will happen and the game-changing opportunities they represent to craft exponential growth strategies.

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 to dramatically accelerate growth.

In addition, Burrus shares proven trends and strategies for creating the must-have products, services, and experiences that will increase relevancy and accelerate profitable growth.

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

- How to accelerate growth by identifying the Hard Trends that *will* happen and the related opportunities they provide for accelerating growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to eliminate barriers to growth.
- How to use the certainty that comes from Hard Trends to accelerate innovation with much lower risk.
- How to use Problem Skipping to move forward faster.

Daniel Burrus' Speaking Accolades

- *The New York Times* named Daniel Burrus as one of the top three gurus in the highest demand as a speaker.
- Named one of the "Top 21 Speakers for the 21st Century" by *Successful Meetings Magazine*.
- Voted by peers and clients as one of the Top Five Futurists and Technology Speakers.
- A member of the Professional Speakers Hall of Fame.
- Delivered over 3,000 keynote speeches on six continents to audiences from 25 to 12,000.



The Anticipatory Organization®: Elevate Planning, Accelerate Innovation, and Transform Results

KEYNOTE DESCRIPTION:

Every business, regardless of its size, has a plan, just as most individuals have a plan of some kind. But having a plan does not guarantee success! Let's face it, throughout history every business that either failed or experienced a dramatic decline had a plan! Some plans were based on a number of scenarios that may or may not happen. Some were based on current trends continuing, and some were focused on executing a static plan over a number of years.

Burrus, the creator of the award-winning Anticipatory Organization® Planning Methodology, has transformed the way highly successful small, medium, and large organizations, including the Department of Defense, plan and innovate.

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 use industry examples to teach attendees how to elevate their planning by learning how to separate Hard Trends based on future facts that will happen, from the Soft Trend based on assumptions that might happen to identify game-changing opportunities to accelerate innovation and growth with much lower risk.

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

- How organizations of various sizes have used his Hard Trends methodology to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions *before* they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.

Daniel Burrus' accurate predictions date back to the early 1980s when he became the first and only technology futurist to accurately identify the 20 Technologies that would become the driving forces of business and economic change for decades to come. Since then he has established a worldwide reputation for his exceptional record of predicting the future of technology-driven change and its direct impact on the business world. As a business strategist, he has helped hundreds of clients profit from new opportunities and develop successful competitive business strategies based on the creative application of leading-edge technologies.





Disruptive Innovation: The Megatrends That Are Changing Everything

KEYNOTE DESCRIPTION:

The exponential pace of technology-driven change has been accelerated by as much as 10 years over the last 18 months, advancing several Megatrends that are already in the process of changing every industry and business model we know. These Megatrends will continue to accelerate, creating more opportunity, as well as more potential disruptions, than any other time in history. Thanks to Daniel Burrus' award-winning Hard Trend methodology and his proven track record of accurate technology forecasts spanning the past 30+ years, disruptions can be identified long before they disrupt, giving you the opportunity to become a positive disruptor driving transformational change and actively shaping the future rather than reacting to it.

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 Megatrends shaping the future and the potential disruptions, as well as the game-changing opportunities they provide. In addition, Burrus will share industry examples of how both small and large companies accelerated growth by using his Hard Trend methodology to identify the disruptive Megatrends *before* they disrupted, allowing them to accelerate growth by becoming a positive disruptor. The Megatrends, strategies, and examples will provide attendees with the ability to craft low-risk, high-reward innovations that elevate value, accelerate growth, and transform results.

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

- First Bullet should be: Identifying the most important MegaTrends impacting the audience and their customers.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions before they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.



An award-winning keynote speaker, Daniel Burrus has delivered over 3,000 keynote speeches to corporations, associations, and professional organizations worldwide. In his presentations, he blends timely and provocative insights with just the right amount of humor and motivation to enable his audiences to take positive action. **He is a master at customizing his presentations to his audiences** as he identifies game-changing trends that will have a direct impact on his audience members and **offers powerful, practical guidance for turning rapid change into a competitive advantage.**



Ripe for Disruption: What the Future Holds for 2023 and Beyond

KEYNOTE DESCRIPTION:

Every business and every industry is like a deer looking into the headlights of a new rapid level of technology-driven disruption. Unlike the recent past, the speed and depth of this rapidly approaching disruption is moving far faster and will be far more profound. Reacting as quickly as you can, no matter how agile you are, will no longer be good enough.

Thanks to Burrus' award-winning Hard Trend methodology and his proven track record of accurate technology forecasts spanning the past 30+ years, disruptive changes can be identified long before they disrupt, giving you the opportunity to become a positive disruptor, creating the transformational changes that need to happen as you actively shape the future rather than react to it.

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 game-changing opportunities they provide.

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:

- Identifying the most disruptive Technology Driven Trends impacting the audience and their customers.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions before they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.

Daniel Burrus is a futurist keynote speaker who identifies game-changing trends and strategies to help you:

- **Anticipate** the Future with More Certainty
- **Create** Strategic Value & Competitive Advantage
- **Empower** Your Audience, Your Team, and Yourself