

ANTICIPATE. ACCELERATE. LEAD.

Turn Hard Trends and AI Into
Competitive Advantage

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THE CENTRAL QUESTION

Can you see
what's coming
before your
competitors do?

THE WINNING FORMULA

 ANTICIPATORY
MINDSET

 AI
SKILL SET

 STRATEGIC
TOOL SET

Overview

The biggest leadership mistake today is waiting for disruption to happen before taking action.

AI, automation, digital transformation, workforce shifts, and new business models are advancing at extraordinary speed. Yet much of what leaders call “uncertainty” is actually predictable.

In this high-impact keynote, Daniel Burrus reveals how leaders can use **Hard Trends, future facts that will happen, to anticipate disruption, pre-solve predictable problems, and uncover opportunities before they become obvious.** Rather than reacting faster, Daniel shows audiences how to **anticipate disruption and act earlier.**

Using his proven Hard Trend Methodology, leaders learn to separate what **will happen** from what **might happen**, giving them greater certainty, lower risk, and the confidence to make bold moves.

Daniel also reveals how AI can dramatically accelerate innovation and performance, but only when leaders start with the right mindset. Organizations that rush to adopt AI tools without developing the critical thinking, judgment, questioning, creativity, and foresight needed to use them effectively will automate faster without necessarily creating more value.

When leaders combine future certainty with AI-enabled intelligence, they can see disruption sooner, innovate faster, make better decisions, and move on opportunity while competitors are still reacting.

What leaders take back to their organizations

SIX PRACTICAL OUTCOMES

- 01** A customized **Hard Trend Opportunity Report**, delivered within two weeks, that turns audience insights into organization-specific opportunities and recommended next steps.
- 02** A proven, repeatable methodology for identifying the **Hard Trends** shaping your industry and converting future certainty into strategic action.
- 03** A practical process for anticipating and pre-solving predictable **problems** before they become more disruptive, costly, or difficult to address.
- 04** **New opportunities for growth**, efficiency, and value creation driven by AI, technological change, and industry disruption.
- 05** A strategic framework for separating future certainties from **possibilities**, enabling faster, more confident decisions about where to focus time, talent, and resources.
- 06** Actionable strategies for **accelerating innovation**, strengthening competitive advantage, and generating lasting value well beyond the keynote.

See it sooner. Solve it earlier. Move before the competition.

LEAD WITH CERTAINTY

See What's Coming.
Act Before It Hits.

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THE CENTRAL QUESTION

What do we know will happen, and what should we do about it now?

THE ANTICIPATORY ADVANTAGE

 IDENTIFY CERTAINTY

 PRE-SOLVE PROBLEMS

 ACT FIRST

Overview

Uncertainty gets all the attention. Certainty creates the biggest advantage.

Executives today are surrounded by volatility, disruption, economic pressure, AI acceleration, shifting customer expectations, and nonstop technological change. The conventional response is agility. Move faster. Adapt faster. React faster. But even the fastest reaction happens after something changes.

Daniel Burrus offers leaders a more powerful alternative: anticipation.

In this provocative keynote, Daniel reveals how leaders can identify the parts of the future they can know with certainty and use that knowledge to make better decisions today. Through his proven Hard Trend Methodology, Daniel shows leaders how to distinguish between Hard Trends, future facts that will happen, and Soft Trends, assumptions about the future that might happen and can be changed.

That distinction changes everything. Once leaders know what they can be certain about, they can stop treating the entire future as unknowable.

They can anticipate disruption before it disrupts, turning disruption into a choice. They can pre-solve predictable problems to move forward faster, identify game-changing opportunities before competitors, reduce risk, and make bold moves with greater confidence.

What leaders take back to their organizations

FIVE PRACTICAL OUTCOMES

- 01 A practical, repeatable method for separating future certainties from uncertainties**, creating a stronger foundation for strategic planning and investment.
- 02 The ability to identify the Hard Trends shaping your business** and convert them into actionable opportunities for innovation, competitive advantage, and profitable growth.
- 03 A process for anticipating and pre-solving predictable problems** before they create unnecessary costs, delays, or disruption.
- 04 Greater confidence in high-stakes decisions** by helping leaders determine where to act now, where to prepare, and where to remain flexible.
- 05 A more proactive approach to disruption** that enables your organization to move earlier, capture emerging opportunities, and create lasting strategic value.

Agility helps you react faster. Anticipation lets you act first.

HUMAN-FIRST AI

Get the Gains Without Losing Trust

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THE CENTRAL QUESTION

Where does AI create the most value, and where do humans create the advantage?

THE HUMAN-FIRST SEQUENCE

 ANTICIPATORY MINDSET

 HUMAN CAPABILITIES

 AI TOOLS

Overview

AI can make your organization faster. It can make it more efficient. It can also make it less trusted, less differentiated, and less human. The question is not how much AI you can deploy. The question is where AI creates the most value and where humans create the advantage.

In this provocative keynote, Daniel Burrus challenges the rush toward AI-first transformation and introduces a smarter strategy: Human-First AI.

Too many organizations begin by asking, *What can we automate? What can we eliminate? How many people can we replace?* Those questions may produce short-term efficiency, but they can also weaken employee engagement, critical thinking, customer relationships, institutional knowledge, service quality, and trust.

Daniel reframes the conversation. The better question is: How can AI help our people become more capable, more innovative, more productive, and more valuable?

Human-First AI begins with an Anticipatory Mindset, which is the ability to see change coming and recognize new opportunities. It continues with the human capabilities AI can simulate but not fully replace: judgment, creativity, strategic questioning, verification, communication, collaboration, and relationship building.

Only then should leaders apply the AI tools that best support the outcome. Daniel gives executives a practical way to decide what should be automated, augmented, transformed, elevated, or kept distinctly human. The result is an organization that captures the extraordinary productivity of AI without sacrificing the trust, relationships, and human ingenuity that drive long-term growth.

What leaders take back to their organizations

FIVE PRACTICAL OUTCOMES

- 01** A practical Human-First AI framework for adopting AI in ways that improve performance while preserving the judgment, creativity, and relationships that create lasting value.
- 02** A clear decision-making process for determining what to automate, augment, transform, or intentionally keep human, helping your organization invest resources where AI can deliver the greatest return.
- 03** A better understanding of the AI capabilities and human skills your workforce will need to remain productive, adaptable, and competitive.
- 04** Actionable strategies for moving employees beyond routine tasks and into higher-value work that strengthens innovation, customer relationships, and business growth.
- 05** A more meaningful way to measure AI ROI through gains in productivity, trust, customer value, innovation, and sustainable growth; not simply through cost reduction.

Don't use AI to remove the human advantage. Use it to multiply it.

Align Today Around What's Coming Tomorrow

THE CENTRAL QUESTION

**What matters?
What is certain?
What should we
act on now?**

THE FUTUREVIEW FRAMEWORK

-  **SHARED
FUTUREVIEW**
-  **ANTICIPATORY
LENS**
-  **ALIGNED
ACTION**

Overview

Every organization has a strategy. Far fewer have a shared view of the future that strategy is designed to serve. That is a dangerous gap.

How executives, employees, customers, and stakeholders view the future shapes every decision they make today. When leaders and employees see different futures, priorities compete, transformation slows, innovation fragments, employees hesitate, and opportunities are missed.

Your Futureview determines your future.

In this forward-looking keynote, Daniel Burrus introduces Futureview®, a powerful leadership framework for creating a shared view of what is coming and aligning the organization around what to do about it. Amid accelerating AI, technological disruption, workforce transformation, and economic uncertainty, leaders need a reliable way to determine: What matters? What is certain? What should we act on now?

Using Daniel's proven Hard Trend Methodology, leaders develop an Anticipatory Lens that separates what will happen from what might happen. This clarity gives the organization a common way to evaluate strategy, innovation, investment, AI, workforce priorities, risk, and growth—without chasing every trend or reacting to every headline.

A compelling Futureview gives people a believable reason to feel confident about the future. When leaders and teams see what is coming together, they make better decisions, move faster, innovate with greater purpose, and act with greater clarity and confidence.

What leaders take back to their organizations

FIVE PRACTICAL OUTCOMES

- 01** A practical framework for creating a shared Futureview® that aligns leaders and teams around the opportunities and challenges ahead.
- 02** A more reliable way to align strategy, priorities, and investments with future certainties rather than assumptions or short-term speculation.
- 03** Greater clarity about which trends will materially affect your organization and which do not warrant significant time, attention, or resources.
- 04** A common strategic lens for evaluating AI, innovation, investments, risk, and workforce decisions across the organization.
- 05** The ability to reduce uncertainty and hesitation, accelerate alignment, and move forward with greater clarity, confidence, and purpose.

See the future together. Move toward it faster.

REINVENT WORK BEFORE AI DOES

What to Automate, Elevate, Eliminate—and Keep Human

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THE CENTRAL QUESTION

What should work become now that humans and AI can do things together that neither could do alone?

THE WORK REINVENTION LENS

 ELIMINATE / AUTOMATE

 AUGMENT / ELEVATE

 REINVENT / KEEP HUMAN

Overview

The future of work is not five years away. It is being redesigned right now.

Generative AI, agentic AI, automation, robotics, and digital coworkers are rapidly changing how work gets done, which skills matter, and where human beings create the greatest value. The danger is not simply that AI will eliminate jobs. The greater danger is that organizations will automate yesterday's work instead of reinventing tomorrow's work today.

In this urgent and highly actionable keynote, Daniel Burrus shows leaders how to redesign work before disruption makes the decisions for them. Using his proven Hard Trend Methodology, Daniel reveals the technology-driven changes that are certain to reshape work over the next five to ten years and what leaders should do now.

Instead of asking, *How do we use AI to do the same work faster?* Daniel challenges leaders to ask: What should this work become now that humans and AI can do things together that neither could do alone?

Leaders learn to examine every role, task, and workflow through a new lens: Eliminate it. Automate it. Augment it. Elevate it. Reinvent it. Or keep it human.

Daniel also shows why the most future-ready organizations will develop both advanced AI capability and stronger human capability. As machines become more intelligent, distinctly human strengths, including judgment, creativity, trust, communication, strategic thinking, and relationship building, become more valuable, not less.

What leaders take back to their organizations

FIVE PRACTICAL OUTCOMES

- 01 A practical framework** for determining which work should be eliminated, redesigned, automated, augmented, or intentionally kept human to improve efficiency and focus resources on **higher-value outcomes**.
- 02 A clearer understanding** of how AI, intelligent agents, robotics, and automation will reshape roles, workflows, and the skills your organization needs next.
- 03 Actionable strategies for moving employees into higher-value roles** that strengthen innovation, problem-solving, customer experience, and growth.
- 04 A Human-First approach** to protecting trust, institutional knowledge, accountability, and essential relationships throughout workforce transformation.
- 05 A strategic roadmap for building a continuously learning, adaptable, and future-ready workforce** that can respond to change and sustain long-term performance.

Don't automate the past. Reinvent the future today.

KNOW WHAT'S NEXT

Think Like an Anticipatory Leader
and Act Before the Competition

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THE CENTRAL QUESTION

What do we
know will
happen, and
what can we do
about it now?

THE ANTICIPATORY PATH

 SEE
SOONER

 DECIDE
FASTER

 ACT
FIRST

Overview

The most successful leaders know how to manage today while preparing for and shaping what comes next. They do not wait for disruption to reveal the future. They learn to identify what is coming and act on it early.

In this high-impact keynote, Daniel Burrus shows leaders how to apply his proven Hard Trend Methodology to identify the technology, demographic, and regulatory forces that will shape their industry. By separating future facts from assumptions, leaders gain the clarity and confidence to make strategic decisions before change demands them.

Instead of asking, *How should we respond if this happens?* Daniel challenges leaders to ask: What do we know will happen, and what can we do about it now?

Audiences learn how to rethink risk, pre-solve predictable problems, uncover emerging opportunities, and turn foresight into strategic action. They discover how to recognize disruption before it disrupts, focus resources on what matters most, and identify opportunities that competitors may not yet see.

Daniel provides leaders with a practical framework for making better decisions early enough to reduce costs, accelerate innovation, and move forward with greater certainty. The result is an Anticipatory Organization that acts with confidence, shapes its future, and moves on opportunity while the competition is still reacting.

What leaders take back to their organizations

THREE PRACTICAL OUTCOMES

- 01 A proven, repeatable method for distinguishing Hard Trends from Soft Trends**, enabling leaders to reduce risk, avoid costly assumptions, and make more confident strategic investments.
- 02 A practical framework for determining what to act on now**, what to prepare for next, and where to remain flexible, helping organizations accelerate decision-making and allocate time, talent, and resources more effectively.
- 03 Actionable strategies for pre-solving predictable problems** and identifying emerging opportunities, reducing preventable costs, shortening time to opportunity, and increasing the return on innovation.

Know sooner. Decide faster. Act before the competition.