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Anticipatory Leadership: Predict Change and Create Extraordinary Results. Businesses have been forced to turn to digital solutions as never before, accelerating technology-driven trends by as much as 10 years in a matter of a few months and creating more opportunity, as well as potential disruptions, than any other time in history. 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 based on future facts to identify and act on disruptions before they disrupt, problems before they occur, and customer needs before the competition. As a result, disruptive change becomes a major competitive advantage.

Key Takeaways: 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:

- 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 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

Positive Disruption: The Digital Transformations That Need to Happen to Increase Relevancy and Accelerate Growth. The exponential pace of technology-driven change has been dramatically accelerated by as much as 10 years in a matter of a few months, creating more opportunity, as well as potential disruptions, than any other time in history. 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.

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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

Accelerating Growth: Leading with Strategic Foresight and Certainty. There has never been more opportunity to accelerate profitable growth than there is today! Businesses have been forced to use digital solutions, dramatically accelerating 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.

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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

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

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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

Technology-Driven Trends Transforming Healthcare. The digital transformation of healthcare has accelerated by as much as 10 years in a matter of a few months. Wireless telemedicine, point-of-care transactions, AI-enabled disease management, home diagnostics, the virtual hospital, e-enabled customer choice, e-enabled assisted living, e-communities of practice, just-in-time training, and procurement service providers are just a few of the many technology-enabled areas that are being used to accelerate a positive transformation in healthcare.

AI, advanced robotics, and other emerging technology will never replace doctors and nurses, but they will provide them with more data-driven insights and actions that elevate effectiveness and enable all levels of healthcare staff to achieve their desired outcomes faster.

Understanding the future facts that are shaping the future of healthcare, as well as the amazing new opportunities they represent, will empower attendees to determine a clear course of action.

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

- How healthcare providers can 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 create better outcomes and accelerate growth
- How to identify the Soft Trends based on assumptions that might happen and the related opportunities to influence them to improve the entire patient experience
- 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

Transform Retail With Strategic Foresight and Certainty. What do Apple, Warby Parker, Amazon, and a host of other e-commerce brands that are opening retail brick-and-mortar stores even through the disruption in the world know that most retailers don't know? The good old days of retail are ahead of us!

There has never been more opportunity to redefine the customer experience and accelerate profitable growth in retail than there is today! Businesses are now forced to use digital solutions, dramatically accelerating the exponential pace of technology-driven change. On the surface these rapid digital advances and the store closings e-commerce is causing look like they are killing retail, but in fact, they are creating a major opportunity to reinvent retail, making it more relevant, personal, and, above all, highly profitable.

There are new tools and strategies that can be used to transform the customer experience, grow brand loyalty in amazing new ways, increase consumer engagement, and accelerate the results of omnichannel marketing.

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 will position you and your organization to turn disruption and change into an advantage.

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

- How retailers can redefine the customer experience by identifying the Hard Trends that will happen and the related game-changing opportunities to turn disruptive change into competitive advantage
- 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 create personalized in-store experiences that accelerate growth
- How to identify the Soft Trends based on assumptions that might happen and the related opportunities to influence them to improve the entire customer journey
- 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

Disruptive Innovation: The Megatrends That Are Changing Everything. The exponential pace of technology-driven change dramatically accelerated by as much as 10 years in a matter of a few months, advancing a number of Megatrends that are already in the process of changing every industry and business model we know. These Megatrends will continue to accelerate in our post-pandemic world, creating more opportunity, as well as 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: 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:

- 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

Ripe for Disruption: What the Future Holds for Business in 2021 and Beyond. 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: 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:

- 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