

Brian Solis

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AI is Eating the World: How to Reimagine Your Business in an AI-First World

Since the launch of ChatGPT in November 2022, generative AI has become the world's fast-growing technology and the subject of much debate regarding the threats and opportunities that come along with it.

The truth is that no leader has experienced a technology like genAI before, one that performs tasks as good as or better than humans. What's clear, we have now catapulted toward a post digital transformation era. AI has forever changed the trajectory of business evolution, putting 'business as usual' in the rearview mirror. Leaders now face an entirely new set of prospects and challenges that will test their creativity, resilience, and vision.

In this rousing keynote, world-renowned futurist and best-selling author Brian Solis will share why this is the moment for leaders to reimagine their organizations for an entirely new future. He will explore why automation is no longer the goal, but instead the norm, and why augmentation will be the key to differentiation and how leaders can forge the mind shift required to unlock a new future as an AI-first exponential growth business.

In this session, Brian will explore...

- What post digital transformation and AI-first eras of business evolution look like and why.
- How to build a foundation for AI-First models and mindsets.
- How to reassess decision-making and processes with an AI-first perspective.
- How to reframe our mindset for a world we do not yet know by starting with different questions starting with #WWAID (What would AI do?).

The Five Stages of AI Business Transformation: The Path to Becoming an Exponential Business

What does leadership and business model innovation look like in an AI-first world? The answer is 'exponential.'

Generative AI is affecting the trajectory of all businesses, separating early adopters and high performers from the rest. Brian is on the front lines with leading businesses and has developed a maturity model to accelerate AI-led growth.

Beyond digitizing, automating, and optimizing existing processes, taking out costs, and scaling efficiencies, Brian will share how innovative companies are augmenting work itself. By touring the AI Maturity Model, he'll demonstrate how to reimagine leadership, supercharge performance, and unlock exponential outcomes and potential.

In this inspiring session, Brian will...

- Reveal how companies fall into the automation trap and how they may miss opportunities for innovation and growth.
- Introduce how businesses are prioritizing digitization and automation initiatives powered by AI.
- Break-down how AI unlocks the ability to do things better and also enable work that couldn't be done before for iterative, new, and exponential value creation.
- Explore the 4 stages of AI maturity to shift mindsets from one of automation to one of automation + augmentation to create an exponential business.
- Review new roles and models to support AI maturity.

The Race to 2030: Building a Culture of Innovation, to Thrive Against Digital Darwinism

What can we learn from some of the colossal mistakes we have seen from some of the biggest companies in the world? How can you prevent your company from making the same mistakes?

Digital Darwinism is reshaping markets and behaviors, and its only accelerating. With AI, automation, spatial computing, robotics, web3, metaverse, blockchain, and whatever comes next, the time is now to proact against disruption, before it has a chance to disrupt.

Legacy management, rigid processes, fixed mindsets, and risk-averse cultures may be common across every organization, but combined, they make evolving against Digital Darwinism onerous and sluggish. The key is to understand the future to build toward it today, to reimagine yesterday's business and operational models for tomorrow's world, right now.

In this exciting and just-in-time session, Brian will help you ensure your business remains not only relevant, but innovative and future-proofed against Digital Darwinism.

Audiences will learn:

- How incumbent companies are making mistakes and what you can do to avoid their fates.
- How to break free from "management" to unlock next-generation leadership.
- How to create a culture of innovation, to identify, lead, and empower business mavericks and change-makers within your organization.
- The role people play in innovation, new skills needed, and new models for collaboration and experimentation.
- How to play a role in leading change and how to embrace creativity and curiosity to show up differently every day.

Hey, Mr. Futurist, WTF (What's The Future) of...My Industry?

It's not enough to be a digital-first company anymore. Digital transformation without business model innovation is still business as usual. Innovation cycles are only accelerating, making the next decade among the most pioneering for organizations that embrace the future and disruptive for those that hold on to the past.

As one of the world's leading digital and business futurists, Brian studies how the evolution of technology, business, and society evolve and reshape markets. He then helps leaders understand the connection between the present and emerging trends to take control of their destiny.

In this custom keynote presentation, Brian will spend time with the team to understand your event theme and objectives, industry challenges/opportunities, and audience. He'll then share a personalized vision of the future to help your organization understand and embrace the dynamics, important trends, and behavior shifts impacting your industry.

Areas of focus can include:

- Consumer/employee trends | Emergent technology trends.
- Best practices from leaders and innovative companies outside your industry.
- Industries:
 - Business
 - Retail
 - Financial Services/Insurance
 - Healthcare
 - Automotive
 - Travel and Hospitality
 - Restaurant and QSR
- Disciplines:
 - CX/Customer Service
 - Marketing/Brand
 - Sales

- HR/EX

The Convergence of the AI, Attention, and Introvert Economies and the New Consumer (and Employee!)

You've heard of Millennials (GEN-Y) and Centennials (GEN-Z), now meet GEN-N (Generation Novel), the cross-generational market of more informed, discerning, and conscious customers.

The global pandemic has accelerated shifts in consumer behavior, leading to the emergence of three intersecting economies:

The Introvert Economy: Consumers increasingly favor personalized, at-home experiences over traditional social engagements.?

The Attention Economy: With information overload, capturing genuine consumer attention has become more challenging.?

The AI Economy: Advancements in artificial intelligence are transforming how businesses understand and engage with consumers.?

These overlapping trends are reshaping consumerism, prompting businesses to adopt human-centered innovation strategies to remain relevant.

In this fun and inspiring session, Brian will...

- Understand the Evolving Consumer: Recognize how the convergence of these economies has given rise to a new generation of consumers who seek meaningful, personalized, and efficient interactions.?
- Embrace Human-Centered Innovation: Learn the importance of prioritizing consumers' evolving needs and preferences over traditional attention-harvesting tactics.?
- Leverage AI Responsibly: Discover how to utilize AI to enhance consumer experiences without compromising authenticity or trust.?
- Design for the Introvert Economy: Explore strategies to create products and services that cater to consumers' desires for personalized and convenient experiences.?
- Navigate the Attention Economy: Gain insights into capturing and maintaining consumer attention in an era of information overload.?

Ignite Moments! How to Design and Deliver Innovative Brand and Customer Experiences in the Moments that Matter

X marks the spot for a new formula to deliver best-in-class customer experiences: $BX + CX + UX + EX = X$.

What does 'great' look like to today's customer? How has their digital lifestyle or relationships with industry-leading brands changed their standards for what great customer engagement and services look like?

As 'the godfather of CX' and the author of one of the most transformative books on CX innovation, Brian will take audiences on a journey of what it means to become a 'customer company' in an evolving hybrid world, one where digital and AI are blurring the lines between physical and online experiences.

It all starts by purposefully becoming a 'customer company', putting people at the heart of the business.

In this exciting and captivating keynote, Brian will transform traditional customer touch points into 'ignite moments.' He'll demonstrate how ignite moments deliver personalization, 'warmth', and connected experiences that people love, remember, and share. Brian will also connect the dots between meaningful experiences and increased conversation rates and spend, brand loyalty, higher NPS and CLV scores, and advocacy.

Audiences will discover:

- The true meaning of experience and how great experiences connect to people's hearts and minds.

- How to reimagine touchpoints as ignite moments, to create enchanting, personal experiences that customers will cherish and seek out.
- The Disney and Pixar way to rethink customer journeys as visual story boards.
- The new formula of becoming a customer company: $BX + CX + UX + EX = X$

The Wheel of Disruption: Exploring Disruptive Tech Trends (AI, Web3, Spatial Computing, Metaverse, Tokens) and Innovative Business Opportunities

Every great innovation changes behavior.

In 2014, Brian Solis introduced his first “Wheel of Disruption,” which tracked disruptive technologies and explained their potential impact on markets and society.

In this bespoke session, Brian will develop a customized “Wheel of Disruption” for your event to explore the disruptive trends and potential impact scenarios to help audiences humanize trends and inspire them to dream bigger.

In this eye-opening and motivating session, Brian will...

- Work with executives to understand the state and future potential of the company.
- Explore the trends that matter to the organization and how they'll help achieve business goals and success.
- Explore challenges and opportunities and how to overcome them.
- Help you learn how to track, make sense of, and prioritize emerging trends and technologies.

Think Like a Startup: Embracing a Founder’s Mindset to Innovate the Silicon Valley Way

When it comes to innovation, it’s not uncommon to hear the phrase, “think like a startup.” Every year, executives visit Silicon Valley to visit leading tech companies and to meet leading entrepreneurs. Brian brings that experience, and more, directly to you.

Brian has helped launch over 1,000 startups, advised every major enterprise software company, and continues to work with Fortune 500 businesses on digital and business transformation strategies. KGO called him a “Silicon Valley staple” and “one of the top people to know in Silicon Valley” by Huffpost.”

In this is a very special session, Brian will teach you what it means to “think like a startup” by exploring the mindsets of founders and investors. He’ll prepare a bespoke talk or fireside chat, sharing the lessons, and sometimes the craziest of stories, to inspire the audience with the truest lessons of Silicon Valley (and the Silicon Valley’s around the world).

The list of companies and founders Brian has worked with is storied. It includes Airbnb, Uber, Tripit, Twitch, Google, Amazon, Meta, and has collaborated with Jack Dorsey (Twitter), Mark Zuckerberg, Elon Musk, Loic Le Meur, Mark Cuban, Guy Kawasaki, Justin Kan, Kyle Vogt, Tim Ferriss, Gary Vaynerchuk, and many, many others. Brian has also advised investors and guided celebrities on their startup investments, including Oprah, Shaq, Adrien Grenier, Katie Couric and Ashton Kutcher.

Topics include...

- The founder’s mindset and bold innovation.
- The gravitas of Silicon Valley that drives innovation and disruption.
- The differing roles between iteration *and* innovation.
- Why failure matters and how to incentivize failing up.
- Defining moments that represent instrumental pivots toward growth.
- How to see and create future markets vs. serving existing markets.
- The Investor’s Mindset: calculating ROI in the absence of existing formulations.