

Crystal Washington

Leading Female Futurist and Technology Expert

Harness Generative AI like ChatGPT for Enhanced Performance (Highly Customized to Industries and Job Functions)

The future of generative artificial intelligence is here, and you don't have to look far to see it. Technologies like ChatGPT are quickly becoming the most effective and efficient way for busy business professionals to increase profits and productivity. But if you're not using it, your competitors certainly will. In this keynote, Crystal Washington will share her insights on how you can use this cutting-edge technology to drive performance and take business to the next level.

Attendees will leave knowing:

- What generative AI is and is not; its limitations and best applications
- How tools like ChatGPT will impact your industry
- How to develop strategies for integrating ChatGPT into existing systems to supersize your results
- Best practices and ethical considerations for leveraging ChatGPT in business applications

Futureproof Yourself: Innovate & Thrive in Times of Uncertainty:

The new normal of consistent change is leaving leaders concerned about being left behind. Instead of implementing half-baked, panic-driven ideas...it's time to identify the Easter eggs the future has left for us. In this talk, technology futurist Crystal Washington will show you and your team how to innovate, thrive and enjoy the ride.

In this session, you will:

- Understand the gifts the future really has to offer, allowing you to shape and manipulate for your ultimate outcomes.
- Identify the most under-utilized Easter eggs of innovation...which you already have in your basket.
- Create a framework to future-proof your career and organization...and avoid getting scrambled.

The Future is NOW: Technology & Trends That Will Revolutionize:

Are you ready for what lies ahead? Stop shaking the Magic 8-Ball and get 'Crystal' clear on the future of your industry. In this high-energy session, technology futurist Crystal Washington will show you exciting, practical ways that technology will rock your world over the next ten years. Best of all, she'll deliver her discussion in PLAIN English. Hey Alexa and Siri, no need to translate!

In this session, you will:

- Identify buzz-worthy human behavior that impacts how organizations innovate
- Discover the Top-five technologies that could interrupt or revolutionize your industry
- Walk away with the ability to trigger new tactics while staying ahead of the trends!

The Future of Work is Here:

Constant tech innovations, Gen Z entering the ranks, and a changing global marketplace were already radically redefining the face of the workplace. Then 2020 came to town and flipped the script upside-down. Technology strategist and futurist Crystal Washington show leaders how they can keep an eye on the horizon, enabling them to not only survive, but thrive, as waves of change approach.

In this session, you will:

- Identify the significant ways in which technology is re-programming us all.
- Discover the Top Ten Trends that will impact you, your workplace and your industry
- Uncover tips and tactics for increasing efficiency while improving performance...even when talent is lacking and supply chains are slacking

NextGen Relationships for Sales: Technology & Tactics for Business Growth:

Customers are stressed. Prospects are overwhelmed...and you're trying to nurture relationships in a hybrid world. In this talk, technology futurist Crystal Washington infuses her award-winning sales experience with today's technology trends to teach innovative ways to sow seeds that will grow a garden packed with potential in a matter of months.

In this session you will:

- Understand the Dos and Don'ts of reaching out to clients whose pressure valves are primed to POP
- Identify strategies to rock your personal brand on-line
- Learn creative ways to go from Standard-issue to Superhero in the minds of your clients, in times of trouble
- Discover and engage tech tools to rocket your clients, partner and prospects from "What now?" to "WOW!"

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