

## Bernard Marr

Bestselling Author, Keynote Speaker and Strategic Performance Consultant

**The 9 Technology Trends That Will Shape Our Future** - a talk about some of the most innovative technology trends and their impact on business and society. In the talk I would cover big data, internet of things, quantum computing, artificial intelligence, 3D printing, blockchains, and platform businesses. This is a talk I can customise to any industry and topic, and ensure it contains many practical examples relevant to that industry or topic.

**Getting Ready For The 4th Industrial Revolution** - I am a regular contributor to the World Economic Forum, which promotes the idea that we have entered the beginnings of a 4th industrial revolution. In this talk I cover the driving forces behind this new industrial revolution and explore what this all means for businesses as well as how they can get ready to compete in this new world. This again is a talk I can customise to any industry setting.

**Measuring and Managing What Matters** - One of my most popular talks is about how companies can better manage and improve performance by simply mapping their strategic goals onto a single page (learning from companies such as Google or Spotify) and how they then create a culture and processes to manage and deliver those goals. This talk can be customised to industries as well as for government and not-for-profit organisations.

**Artificial Intelligence in Practice** - In this talk I explain and demystify AI and outline how companies and governments are using artificial intelligence and machine learning in practice. With examples from Google, Amazon, Facebook, IBM as well as more traditional players like Walmart, Shell, Bank of America as well as small and medium sized companies.

**Blockchain in Practice** - In this talk I explain and demystify blockchain and outline the potential of blockchain technology to completely disrupt the business world, not just in financial services but in most business sectors including supply chain management, law, real estate, music and entertainment, medicine and government where this technology is already starting to make an impact.

**Big Data in Practice** - In this talk I explain and demystify big data and outline how companies and governments are using big data and analytics in practice. With examples from companies such as Walt Disney, GE, NASA, Rolls Royce, as well as small and medium sized companies.

**Internet of Things in Practice** - In this talk I explain and demystify the internet of things and outline how the explosion of smart devices is going to change our world. I will then explore how companies and governments are using IoT in practice and showcase many practical examples from smart nappies and yoga mats to connected factories and automated farms.

**Businesses Performance Management in Practice** - In this talk I explain and demystify the most important performance management tools such as balanced scorecards, KPIs, performance reviews and dashboards and outline why 90% of their implementations are complete rubbish. I will then explore how companies and governments are managing their performance well as well as the best practices to learn from and key mistakes to avoid.

**Strategy Execution in Practice** - a talk about how companies can make sure that they don't fall into the 90% of companies that fail to deliver on their goals. I outline the key strategy execution tools and give practical examples and tools of how to do it well.

**Communicating and Visualising Data** - most companies bombard people with spreadsheets, dashboard and reports full of information that no-one really needs or uses. In this talk I show how this can be done differently by learning from what newspapers do and applying best practice data visualisation and data communication tools and ideas.

**Managing and improving government performance** - in this talk I share best practices as well as my frustrations about how government organisations are run and how that process could be improved. I have helped many government organisations - from the UN and NATO, to the European Parliament and the Scottish Parliament, as well as the Home Office, the Ministry of Defence, the NHS, police forces, and many other government agencies - and can share great examples as well as biggest pitfalls and how to avoid them.

