

Abigail Posner

Anthropologist and Former Director, U.S. Creative Works, Google. *Becoming Irreplaceable in an AI World.*

Expansiveness Edge: Becoming Irreplaceable in an AI World What's my edge now? That's what leaders are asking as they try and spark innovation and organizational transformation in an AI-driven revolution. It's a paradox: We have access to the most powerful technology in human history, yet we have a fear of becoming obsolete (FOBO). The problem isn't AI, it's that most leaders have been conditioned to compartmentalize the very things that make them irreplaceable. An anthropologist, former senior executive at Google and in advertising, Abigail shows leaders how to lead with more originality and impact and an edge that is unmistakably their own by leveraging all of their passions, skills, and experiences – their expansiveness. Think of it like this: You're not a single instrument. You're a musician who knows how to play several. Expansiveness is knowing which one the moment calls for. It's NOT about bringing your whole self to work. It's a different game entirely. Abigail's energy, storytelling, real-world examples, and audience engagement unpack how the future belongs to leaders who generate results by digging into their expansiveness to create something no algorithm can predict and no competitor can replicate. **Tangible Takeaways:** Learn to use expansiveness to fuel innovation in ways strategy alone cannot. How relentless curiosity about yourself and others sparks deeper questions, richer connections, and ideas no one else would have thought to pursue. Hone the ability to recognize which skill, which experience, which side of yourself is the most useful at the moment and activate it with intention. Leave with a curated set of hands-on exercises designed to leverage your personal Expansiveness Edge right now. Learn how to use expansiveness to uncover opportunities hidden in plain sight that create a competitive edge.

Wired to Create: Tap Your Innate Creativity to Drive Bolder Ideas and Bigger Breakthroughs

Too many people don't think they're capable of generating the breakthrough ideas their organization desperately needs. They're wrong. And this presentation inspires them how to contribute in ways they never imagined. Creativity isn't reserved for the "naturally gifted" – it's wired into all of us. The problem isn't that people lack creative capacity. It's that they've never been shown how to find it, trust it, and activate it. In an era of AI, that capacity matters more than ever, freeing us to refocus on what humans do best: bold ideation, collaborative insight, and imaginative thinking at its most powerful. In this electrifying, mind-expanding talk, Abigail Posner, a force of nature on stage, shows every person in the room how to unlock their innate creative potential. She hands them a rich toolkit spanning anthropology, neuroscience, real-world business examples, and AI-powered analysis to generate bold ideas and compete in times of seismic change. Audiences leave equipped with concrete tools to activate their creativity immediately. Page 2 of 2 **Tangible Takeaways:** Discover why the most valuable currency isn't technical skill, it's distinctly human creativity. Curiosity, imagination, and collaborative sense-making are now the defining competitive advantage. Be inspired to nurture, trust,

and activate your innate creative potential to generate bold ideas that move the needle. Understand a cross-disciplinary set of lenses drawn from anthropology, neuroscience, technology, and creative development to unlock new dimensions of thinking. Get a full-spectrum toolkit for strategically deploying each to unearth the freshest, most generative ideas for any challenge, using a full-spectrum toolkit for uncovering ideas: from ethnographic observation and behavioral research to quantitative data and AI-powered analysis.

Ingenuity Unleashed: Using AI to Make Human Imagination More Powerful Than Ever

Everyone is using AI to do the same things faster. Almost no one is using it to think bigger. The creative potential of AI is vastly underestimated and almost entirely untapped. Your boldest ideas and sharpest instincts have always been there. But ingenuity, the ability to apply those ideas to solve real problems, can only go so far when it's buried under the mental load of everything else. AI changes that. It takes on the rote and the analytical, freeing your most original, emotionally intelligent thinking to finally unleash its full force and take what's possible further than ever imagined. In this inspiring, provocative talk, Abigail Posner reframes AI as the latest in a long human tradition of using tools to expand what we're capable of and gives people a concrete way to use it differently. Audiences leave knowing not just why AI is a creative force multiplier, but exactly how to deploy it that way, with their thinking cracked open and a practical framework to put it to work immediately.

Tangible Takeaways: Understand how ingenuity – creativity plus the ability to make big ideas actually land – is innate in all of us. It becomes your most powerful force in an AI world. Learn provocative new thinking on how AI amplifies human creativity in ways that are still emerging, full of possibility, and overturning what we thought we knew. Embrace a new lens, drawn from years of anthropological research on how humans have always partnered with technology to expand their capabilities and what that means for right now. Discover a practical framework for activating your boldest thinking so AI doesn't just support what you do, it takes it further than was ever possible before.