

Daniel Burrus

Futurist, Technology Strategist, and Trends Forecaster

Mastering AI's Future Today: How to Thrive in a World Where AI and Human Ingenuity Meet The intersection of AI and human ingenuity is redefining what's possible in business. In this eye-opening and highly motivating presentation, Daniel Burrus shares the most important AI-driven trends shaping the future and the opportunities they provide. As a strategic advisor to both the military and leading companies on AI, Daniel will bring clarity to the current and future state of AI technology and its potential to free up human resources to focus on higher-value activities, fostering a new level of productivity, innovation, and growth. Mastering these capabilities, along with the strategic and safe implementation of AI, will position leaders and their organizations to turn disruption and change into opportunity and advantage. By cultivating a future-ready organization where AI and human strengths complement each other, leaders can confidently drive new levels of innovation and profitable growth.

Key Takeaways and What You Will Learn: Practical strategies for blending AI-driven insights with human creativity to solve complex challenges. How to build a collaborative culture that leverages AI for enhanced decision-making, problem-solving, and accelerated innovation. Specific AI tools for positioning your organization to thrive at the convergence of technology and human potential.

Know What's Next: Leveraging The New Science of Certainty Strategies based on uncertainty have high risk. Strategies based on certainty have low risk and high reward. When employees have high levels of certainty, they have the confidence to make bold moves. When a potential customer has high certainty, getting them to say "yes" is much easier. In a world where change is constant, certainty is a rare and invaluable asset. In this eye-opening and highly motivating keynote, Daniel Burrus shares the most important trends shaping the future and the opportunities they provide. By learning to separate the Hard Trends that will happen from the Soft Trends that might happen, leaders can accurately anticipate technology-driven disruptions before they occur—turning disruption into a choice. They can identify problems before they happen, allowing them to pre-solve those issues, understand customers' needs before they express them, and recognize game-changing opportunities before the competition does. This simple yet powerful methodology empowers leaders to leverage the science of certainty, transforming predictable technology-driven trends into strategic advantages. **Key Takeaways and What You Will Learn:** How to identify and act on Hard Trends based on future facts that will happen, providing the confidence to make bold moves. Techniques for using the certainty of Hard Trends to pre-solve challenges before they arise, allowing you to move forward faster. AI tools for transforming disruptive change into powerful competitive advantages.

The Anticipatory Mindset: Leading with Certainty in Uncertain Times In today's world of accelerating disruptions, simply reacting to change as quickly as possible, regardless of one's agility, will no longer suffice. Leaders who embrace an anticipatory mindset can turn uncertainty into

transformative opportunity and advantage. In this eye-opening and highly motivating presentation, Daniel Burrus shares the most important technology-driven trends shaping the future and the opportunities they provide. By learning to separate the Hard Trends that will happen from the Soft Trends that might happen, leaders can accurately anticipate disruptions *before* they occur—turning disruption into a choice. They can identify problems *before* they happen, allowing them to pre-solve those issues, and recognize game-changing opportunities *before* the competition does. By mastering the principles of anticipatory thinking, you can confidently guide your team through change, stay ahead of disruption, and drive accelerating growth. When you and your team have high levels of certainty, you have the confidence to make bold moves! **Key Takeaways and What You Will Learn:** How to apply the principles of anticipatory thinking to foresee, leverage, and take advantage of accelerating changes. Strategies for fostering an anticipatory culture that embraces change rather than fears it. An anticipatory mindset, toolset, and skillset for making confident decisions that drive growth and resilience in turbulent times.

Predict, Adapt, Dominate: Dramatically Elevating High Performing Sales Teams with Predictive Insights Equip your sales team with an anticipatory mindset they can use to excel in a rapidly changing market. In this highly motivating keynote, Daniel Burrus reveals how to use predictive insights and anticipatory strategies to stay ahead of customer needs and industry shifts. This approach builds an anticipatory sales force that doesn't just respond to change—but capitalizes on it. By learning to separate the Hard Trends that will happen from the Soft Trends that might happen, sales leaders can provide prospects with the certainty and confidence needed to get them to say "yes." Additionally, anticipatory sales leaders can accurately anticipate objections and problems *before* they occur, allowing them to pre-solve those issues, as well as understand customers' needs *before* they express them—ultimately closing more sales. **Key Takeaways and What You Will Learn:** Tools and techniques for leveraging AI to anticipate customer objections, demands, and preferences. How to transform reactive sales processes into anticipatory, insight-driven actions that elevate results. Practical steps to empower your sales team to lead confidently, exceed targets, and dominate in any market environment.

Navigating Tomorrow Today: Leveraging the Power of Generative AI and Hard Trends Generative AI is transforming industries and reshaping the future at an unprecedented pace. In this eye-opening keynote, Daniel Burrus shares the most important AI-driven trends shaping the future and the opportunities they provide. As a strategic advisor to both the military and leading companies on AI, Daniel will bring clarity to the current and future state of AI technology and its potential to free up human resources to focus on higher-value activities, fostering a new level of innovation and growth. By combining Hard Trends that will happen with generative AI, you can anticipate market shifts, enhance decision-making, increase productivity, and drive competitive advantage. Learn how to harness AI and other transformative tools to lead with confidence and stay ahead in a rapidly evolving landscape. **Key Takeaways and What You Will Learn:** How to leverage generative AI to gain actionable insights, increase productivity, and enhance strategic foresight. Techniques for identifying and capitalizing on Hard Trends to mitigate risks and seize new opportunities. Practical

approaches and specific AI tools for integrating AI-driven innovation into your business for long-term, profitable growth.

Turn Disruptive Change to Competitive Advantage: Building an Anticipatory Mindset for Unpredictable Times Every business and industry is in the midst of unprecedented disruption as the generative AI revolution and rapid technological advancements bear down like oncoming headlights. This wave of disruption is occurring at an unparalleled speed and depth, promising to have profound effects. Simply reacting as quickly as possible, regardless of one's agility, will no longer suffice. In this captivating and inspiring presentation, Daniel Burrus will share the most disruptive technology-driven trends influencing the future of your industry and the transformative opportunities they enable. He will also share specific AI tools that can be safely used to dramatically increase productivity, allowing you to accomplish far more in much less time. Additionally, he will highlight what not to do with AI. Through industry-specific examples, Burrus will provide actionable insights on identifying Hard Trends—future certainties—and demonstrate how to leverage these certainties, along with the game-changing opportunities they offer. This will enable attendees to harness disruption and change, transforming them into advantageous opportunities. **Key Takeaways and What You Will Learn:** How to leverage disruption as a catalyst for innovation and strategic growth. Techniques for identifying predictable Hard Trends that turn uncertainty into an advantage. Steps to foster an anticipatory culture that views change as an opportunity rather than a threat.

Beyond AI: Using AI to Unlock Human Potential in a Hyper-Automated World As AI and automation transform industries, the greatest competitive advantage lies in unlocking the unique potential of human talent. In this eye-opening and highly motivating keynote, Daniel Burrus shares the most important AI-driven trends shaping the future and the amazing new opportunities they provide. As a strategic advisor to both the military and leading companies on AI, Daniel will bring clarity to the current and future state of AI technology and its potential to free up human resources to focus on higher-value activities that will foster new levels of innovation and growth. He will explore how organizations are leveraging AI not only to streamline processes but also to empower employees, enhancing creativity, decision-making, and strategic innovation in ways that only humans can deliver. We are at the forefront of a massive, human-centered productivity revolution that will allow leaders to free employees at every level to do much higher-value work in much less time. **Key Takeaways and What You Will Learn:** Strategies for integrating AI to complement and amplify human skills rather than replace them. Specific AI tools and insights for applying AI to free up employees at every level for higher-value work. A roadmap for fostering a human-centric approach in a tech-driven environment, maximizing both AI capabilities and human potential.

NextGen Retail: Leveraging AI and Predictive Trends to Drive Unstoppable Innovation and Growth There has never been more opportunity to transform the customer experience and accelerate profitable growth in retail than there is today! The exponential pace of technology-driven change, accelerated by the generative AI revolution, is creating a major opportunity to reinvent retail—making it more relevant, personal, and, above all, highly profitable. AI is at the forefront of this

transformation. In this eye-opening and highly motivating presentation, Daniel Burrus will share the most important trends shaping the future of retail and the opportunities they provide. Burrus, who has been named both a Top Retail Influencer and recently a Top AI Retail Thought Leader, will share insights, strategies, and examples of how to redefine the consumer experience using emerging technologies, including AI, that will foster a new level of profitability across virtual and physical storefronts. By leveraging AI in new ways, retailers can gain unprecedented insights into customer behavior, optimize inventory management, and create hyper-personalized shopping experiences that increase brand loyalty and consumer engagement. **Key Takeaways and What You Will Learn:** How to use predictive analytics and AI to anticipate customer needs and stay ahead of retail trends. Discover how AI can be used to gain unprecedented insights into customer behavior, optimize inventory management, and create hyper-personalized shopping experiences that enhance brand loyalty and consumer engagement. AI tools to drive sustained innovation and growth by leveraging technology to create a future-focused retail strategy.