# Crystal Washington

Leading Female Futurist and Technology Expert

**Future-Proof Yourself: How to Innovate and Thrive in a Changing World** 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 breadcrumbs — secret hints — the future has left for us to find. In this talk, technology futurist Crystal Washington will show you how to innovate, thrive, and enjoy the ride! In this session, you will: Understand the future's gifts so you can shape them for your best outcomes. Identify the most underutilized breadcrumbs of innovation that you already have in your basket. Create a framework to anticipate change before it happens, future-proofing your career while removing stress! *Available as an add-on for each attendee: Discover your FutureBend™ archetype to reveal how you naturally approach the future, where you thrive, and what could hold you back.

**Annual State of the Industry: Spot Emerging Trends** (Like an annual economic outlook, this keynote can be standalone, or organizations can bring Crystal back each year to track how emerging trends are unfolding and what they mean for their industry.) In this session, you will: Identify the difference between fads and game-changing trends. Discover whether being first, fast, or patient actually wins in your industry, and what that means for how you move. Learn simple tools to track trends and stay ahead of the curve. Identify the competitive advantages in your organization that no amount of automation can replace. *Available as an add-on for each attendee: Discover your FutureBend™ archetype to reveal how you naturally approach the future, where you thrive, and what could hold you back.

**Generative AI for Leaders: Staying Ahead in a Machine-Driven World** (Highly customized to industries and job functions) The AI-driven future of work is here, and generative AI is rapidly becoming a vital tool for achieving business success. Technologies like ChatGPT are no longer just optional productivity boosters—they are transforming how professionals work, innovate, and compete. If you're not leveraging AI effectively, your competitors already are. In this highly engaging keynote, Crystal Washington will reveal the latest breakthroughs in Generative AI and how you can safely harness them to drive efficiency, innovation, and competitive advantage. In this session, you will: Understand what generative AI is and isn't, including the difference between local and cloud-based AI and when each makes sense. Learn how to evaluate where AI actually strengthens your team's work, and where human judgment still needs to lead. Discover strategies for integrating AI into workflows in ways that build your people up instead of sidelining them. Explore best practices and ethical considerations for using AI responsibly, so trust with your team and customers stays intact.

**Foresight Workshop: Turn Signals Into Strategy** (Customized for trend-spotting, scenario-planning, and board/leadership strategic sessions, 2.5 hours to two full days) Every workshop is tailored to your industry and objectives – let's set up a call to talk through what would work best for your event.