Jonathan Brill

AI Inventor, HP Global Futurist, Bestselling Author

AI & the Octopus Organization™: The gap between firms that adopt AI holistically and those that dabble at the edges will be the gap between survival and extinction The age of AI is upon us. How can your business use it to grow? Over the next five years, the gap between companies that integrate AI and those that merely experiment with it will spell the difference between survival and extinction. The companies who are willing to embrace change, fundamentally shift mindsets, and adapt at lightning speed will dominate. In a world of constant change, resilience is no longer enough. Organizations must evolve beyond endurance to agility—developing the capacity to sense market changes early, respond intelligently to customer needs, and adapt faster than competitors. Agility is not about moving faster; it's about thinking faster—through decentralized intelligence, AI-augmented decisions, and empowered teams at every level. This means rethinking the traditional hierarchical model and imagining an organization structured like an octopus. While it has a central brain for strategy and oversight, each arm has its own mini-brain—autonomous, responsive, and deeply aware of its market surroundings. A neural ring coordinates these nodes in real time, allowing the institution to make rapid, informed decisions across its entire system—often faster than the central brain could alone. This isn't theory. Brill has studied organizations already moving in this direction, guided dozens of transformations, and drawn on over a million workforce surveys. What he found is clear: success comes not from simply automating tasks, but from reimagining how organizations function at every level. Outcomes and Experiences By the end of this transformative keynote, you'll know exactly how to: Understand how to redesign your organizations around adaptability, not control. Learn how to use AI to create autonomous SuperTeams that push creative boundaries, and make better, faster decisions. Cultivate the vision, values, and goals your org & team needs to leverage AI effectively.

Strategic Luck – The Science of Thriving in Uncertainty Luck isn't chance. It's a science-based skill that you can enhance today. Most people think luck is a coincidence, a twist of fate, or a gift that some are simply born with. Most people are wrong. Instead, luck is a science-based skill that your audience can get dramatically better at it — in less than an hour. As an international best-selling author, scholar on decision-making, and principal investigator of the largest study on luck, Jonathan Brill persuasively argues that luck isn't an option; it's perhaps the most impactful factor of success. It's strategic in your business and in your life. Merging an impactful blend of heart-felt personal experiences and hard data, this keynote experience takes audiences on a journey through the four science-based methods that transform uncertainty into opportunity in nearly everything you do. By the end of your time together, Jonathan Brill will show you how to find rainbows, dodge riptides, survive meteors, and make gold, one lucky move at a time. Luck isn't chance. It's a choice. You and your team will be given an eye-opening look into: The reality of what luck is and how to create it for

yourself. Why luck is a must for organizations looking to survive disruptions. Science-backed strategies for creating lucky opportunities, even out of thin air.

Architect Your Future The disruption is inevitable. Win no matter WHAT HAPPENS NEXT. Disruption isn't an edge case. It's the main case. Use it to your advantage. Jonathan Brill has guided today's top companies as they future-proof their operations with proven strategies to win. Now, he's here to show you how to do the same. Why try to predict the future when you can architect it? In this awe-inspiring journey to the frontlines of tomorrow, Jonathan Brill shows you and your team how to leverage changing societal, political, and cultural landscapes to create new avenues for opportunity. In other words, he gives you the tools you need to reshape your industry, one innovation at a time. As the HP's Business Futurist, bestselling author, and celebrated inventor, Jonathan Brill is no stranger to disruptions. Today, he's using his repeated ability to spot disruptions and turn them into opportunities to empower the next wave of industry powerhouses. Touted as "the world's foremost transformation architect," by Harvard Business Review, Jonathan Brill has lived and worked on the cutting edge of both business innovation and AI for decades. Through his hard-earned expertise and insight, he's created a proven methodology of leveraging the AI into leadership roles, empowering organizations with the tools they need to create results instead of resistance. If you'd rather not have your assumptions challenged, this is not the keynote for you. As a Fortune 50 business innovator, Jonathan presents compelling data and imagination-sparking insights from today's leading organizations, leaving you with an expanded sense of what disruption really means for your business. By the end of this transformative keynote, you'll know exactly how to: Navigate unprecedented times with the top 10 trends you need to know about. Invent your future with the transformative power of AI. Learn the three actionable tools to Architect Your Future.

Win the Next Five Years: Spot, Lead, Win The future might be crazy but your business doesn't have to be. Jonathan Brill helps you spot the societal, geopolitical, economic, and technological trends colliding and impacting your business. He will show you how to lead through the chaos and take action today to win the next five years. Right now, geopolitics, economics, and AI are all colliding with social change to create chaos, and the reality is, by the time something makes news, it's history. But this isn't a threat—it's an opportunity. This is your moment to spot, to lead, and to win your five year future. Why five? One year is too short. Ten is science fiction. We can action the five-year future. It's close enough to know a lot about AI, society, geopolitics and economics, yet it's far enough to be able to pivot and reinvent. It's fine to plan just for this year, or year three—but when you get there it sure helps to have prepared. The decisions you make now will determine how well you can adapt to the changes AI will bring in the next five years. We can already spot the outlines of tomorrow in what's happening today. Jonathan Brill will show you why your future is changing, what you can do about it, and the small actions you can take today to win the next five years. By the end of this transformative keynote, you'll know exactly: Why your future is changing: How AI, economics, social and geopolitical trends drive the next five years. What you can do about it: The science-based frameworks that will create the best outcomes for your business, your family and your life. How to start: The small actions you can take today, this year and in the next three to win the next five years.