

Daniel Burrus

ABOUT DANIEL BURRUS

GLOBAL FUTURIST | STRATEGIC ADVISOR | BEST-SELLING AUTHOR



Daniel Burrus is considered one of the World's Leading Futurists on Global Trends and Disruptive Innovation. *The New York Times* has referred to him as one of the top three business gurus in the highest demand as a speaker.

He has delivered over 3,000 keynote speeches worldwide and is a strategic advisor to executives from Fortune 500 companies, helping them to develop game-changing strategies based on his proven methodologies for capitalizing on technology innovations and their future impact. His client list includes Lockheed Martin, Verizon, Microsoft, VISA, Deloitte, Google, Procter & Gamble, KPMG, Honda, FedEx and the U.S. Department of Defense.

He is the author of seven books, including the New York Times and Wall Street Journal bestseller *Flash Foresight*, and his latest book, *The Anticipatory Organization*, is an Amazon No. 1 bestseller.

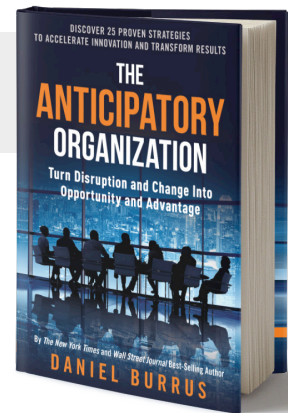
Burrus is also a featured writer with millions of monthly readers on the topics of disruptive innovation, exponential change and the future for a variety of publications, including CNBC, Huffington Post and Wired Magazine.

He has been the featured subject of several PBS television specials and has appeared on programs such as CNN, Fox Business and Bloomberg. Burrus has been quoted in a variety of publications, including Harvard Business Review, The Wall Street Journal, Financial Times, Fortune and Forbes.

Burrus is an innovative entrepreneur who has founded six businesses, four of which were U.S. national leaders in the first year. He is the CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology-driven trends to help clients profit from technological, social and business forces that are converging to create enormous, untapped opportunities.

He is the creator of the Hard Trend Methodology and the Anticipatory Organization® Business Model now being used by leading organizations worldwide.

His accurate predictions date back to the early 1980s where he became the first and only futurist to accurately identify the 20 exponential technologies that would become the driving force of business and economic growth for decades to come. Since then, he has continued to establish a worldwide reputation for his exceptional record of predicting the future of technology-driven change and its direct impact on the business world.



Daniel Burrus

KEYNOTE SPEECH SAMPLES

GLOBAL FUTURIST | STRATEGIC ADVISOR | BEST-SELLING AUTHOR



Anticipatory Leadership: Use Hard Trends to Accelerate Innovation and Growth

KEYNOTE DESCRIPTION:

Digital transformation has been accelerated 5 to 10 years in a matter of months, which has created new levels of exponential opportunities to accelerate growth. As digital transformation continues to accelerate, reacting and responding to change – no matter how agile you are – is no longer good enough. Anticipatory Leaders use Hard Trends to identify and act on disruptions *before* they disrupt. They pre-solve problems *before* they occur and anticipate customer needs *before* their competition. As a result, disruptive change becomes a major competitive advantage.

KEY TAKEAWAYS (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future and the opportunities they provide. In addition, Burrus will use industry examples to teach attendees how to identify the Hard Trends based on future facts that *will* happen, and how to use those certainties, and the game-changing opportunities they provide, to craft low-risk, high-reward strategies to elevate value, accelerate growth, and transform results.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Identifying the most important Technology Driven Trends impacting the audience and their customers.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions *before* they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.



All keynote speaking titles and descriptions can be customized to fit the unique needs of your audience.



Positive Disruption: Accelerate Sustainable Growth with Digital Transformation

KEYNOTE DESCRIPTION:

Digital transformation has accelerated 5 to 10 years in a matter of months, which has created new levels of exponential opportunities to accelerate growth. Going forward, you will either be the disruptor or the disrupted! Unfortunately, most of us see disruption as negative because when an industry, organization, or career is disrupted, you're forced to react, crisis-manage, put out fires, and make dramatic changes in an effort to keep up and offset the damage caused by the disrupting technology, company, or event. Thanks to Burrus' award-winning Hard Trend methodology and his proven track record of accurate technology forecasts spanning the past 30+ years, disruptions can be identified long before they disrupt, giving you the opportunity to become a positive disruptor actively shaping the future rather than reacting to it.

KEY TAKEAWAYS (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future and the opportunities they provide. In addition, Burrus will share proven trends and strategies for becoming a positive disruptor, creating the must-have products, services, and experiences that will increase relevancy and accelerate growth.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions *before* they disrupt, allowing attendees to become a positive disruptor actively shaping the future.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify disruptive opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.



Daniel Burrus' influence is highly regarded in business, innovation, and leadership worldwide. He has authored seven books, including the *New York Times* and *Wall Street Journal* bestseller *Flash Foresight* and his latest bestseller, *The Anticipatory Organization*, and has delivered over 3,000 keynote speeches worldwide. Daniel is one of the most influential leaders on LinkedIn, with over a million followers, and his weekly syndicated blogs have over a million readers.



Accelerating Growth: Leading with Strategic Foresight

KEYNOTE DESCRIPTION:

There has never been more opportunity to accelerate profitable growth than there is today! In 2020, everyone was forced to use digital solutions in new ways, which dramatically accelerated the exponential pace of technology-driven change. Agility and adaptability are no longer enough! Accurately anticipating technological changes as well as customers' changing needs provides the biggest advantage.

In times of unprecedented change and uncertainty, we need to ask ourselves what we are certain about. Strategies based on uncertainty equal high levels of risk. Strategies based on certainty dramatically reduce risk and produce superior results.

Strategic foresight is gained by identifying the Hard Trend future facts that will happen and the game-changing opportunities they represent to craft exponential growth strategies.

KEY TAKEAWAYS (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books. Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future and the opportunities they provide to dramatically accelerate growth.

In addition, Burrus shares proven trends and strategies for creating the must-have products, services, and experiences that will increase relevancy and accelerate profitable growth.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- How to accelerate growth by identifying the Hard Trends that *will* happen and the related opportunities they provide for accelerating growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to eliminate barriers to growth.
- How to use the certainty that comes from Hard Trends to accelerate innovation with much lower risk.
- How to use Problem Skipping to move forward faster.

Daniel Burrus' Speaking Accolades

- *The New York Times* named Daniel Burrus as one of the top three gurus in the highest demand as a speaker.
- Named one of the "Top 21 Speakers for the 21st Century" by *Successful Meetings Magazine*.
- Voted by peers and clients as one of the Top Five Futurists and Technology Speakers.
- A member of the Professional Speakers Hall of Fame.
- Delivered over 3,000 keynote speeches on six continents to audiences from 25 to 12,000.



The Anticipatory Organization®: Elevate Planning, Accelerate Innovation, and Transform Results

KEYNOTE DESCRIPTION:

Every business, regardless of its size, has a plan, just as most individuals have a plan of some kind. But having a plan does not guarantee success! Let's face it, throughout history every business that either failed or experienced a dramatic decline had a plan! Some plans were based on a number of scenarios that may or may not happen. Some were based on current trends continuing, and some were focused on executing a static plan over a number of years.

Burrus, the creator of the award-winning Anticipatory Organization® Planning Methodology, has transformed the way highly successful small, medium, and large organizations, including the Department of Defense, plan and innovate.

KEY TAKEAWAYS (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future and the opportunities they provide. In addition, Burrus will use industry examples to teach attendees how to elevate their planning by learning how to separate Hard Trends based on future facts that will happen, from the Soft Trend based on assumptions that might happen to identify game-changing opportunities to accelerate innovation and growth with much lower risk.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- How organizations of various sizes have used his Hard Trends methodology to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions *before* they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.

Daniel Burrus' accurate predictions date back to the early 1980s when he became the first and only technology futurist to accurately identify the 20 Technologies that would become the driving forces of business and economic change for decades to come. Since then he has established a worldwide reputation for his exceptional record of predicting the future of technology-driven change and its direct impact on the business world. As a business strategist, he has helped hundreds of clients profit from new opportunities and develop successful competitive business strategies based on the creative application of leading-edge technologies.





Disruptive Innovation: The Megatrends That Are Changing Everything

KEYNOTE DESCRIPTION:

The exponential pace of technology-driven change has been accelerated by as much as 10 years over the last 18 months, advancing several Megatrends that are already in the process of changing every industry and business model we know. These Megatrends will continue to accelerate, creating more opportunity, as well as more potential disruptions, than any other time in history. Thanks to Daniel Burrus' award-winning Hard Trend methodology and his proven track record of accurate technology forecasts spanning the past 30+ years, disruptions can be identified long before they disrupt, giving you the opportunity to become a positive disruptor driving transformational change and actively shaping the future rather than reacting to it.

KEY TAKEAWAYS (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important Megatrends shaping the future and the potential disruptions, as well as the game-changing opportunities they provide. In addition, Burrus will share industry examples of how both small and large companies accelerated growth by using his Hard Trend methodology to identify the disruptive Megatrends *before* they disrupted, allowing them to accelerate growth by becoming a positive disruptor. The Megatrends, strategies, and examples will provide attendees with the ability to craft low-risk, high-reward innovations that elevate value, accelerate growth, and transform results.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- First Bullet should be: Identifying the most important MegaTrends impacting the audience and their customers.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions before they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate both Everyday Innovation and Exponential Innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.



An award-winning keynote speaker, Daniel Burrus has delivered over 3,000 keynote speeches to corporations, associations, and professional organizations worldwide. In his presentations, he blends timely and provocative insights with just the right amount of humor and motivation to enable his audiences to take positive action. **He is a master at customizing his presentations to his audiences** as he identifies game-changing trends that will have a direct impact on his audience members and **offers powerful, practical guidance for turning rapid change into a competitive advantage.**



Ripe for Disruption: What the Future Holds for 2023 and Beyond

KEYNOTE DESCRIPTION:

Every business and every industry is like a deer looking into the headlights of a new rapid level of technology-driven disruption. Unlike the recent past, the speed and depth of this rapidly approaching disruption is moving far faster and will be far more profound. Reacting as quickly as you can, no matter how agile you are, will no longer be good enough.

Thanks to Burrus' award-winning Hard Trend methodology and his proven track record of accurate technology forecasts spanning the past 30+ years, disruptive changes can be identified long before they disrupt, giving you the opportunity to become a positive disruptor, creating the transformational changes that need to happen as you actively shape the future rather than react to it.

KEY TAKEAWAYS (Customized for Each Audience)

In this eye-opening and highly motivating presentation by one of the world's leading global futurists, disruptive innovation experts, and serial entrepreneurs, *New York Times* bestselling author of seven books Daniel Burrus blends rich examples with just the right amount of humor as he shares the most important trends shaping the future and the game-changing opportunities they provide.

In addition, Burrus will use industry examples to teach attendees how to identify the Hard Trends based on future facts that will happen and how to use those certainties, and the game-changing opportunities they provide, to turn disruption and change into opportunity and advantage.

Using Burrus' mastery of storytelling to illustrate examples, deliverables include:

- Identifying the most disruptive Technology Driven Trends impacting the audience and their customers.
- How to identify the Hard Trends that *will* happen to accurately anticipate disruptions before they disrupt, turning disruption into a choice.
- How to use Hard Trends to identify problems *before* you have them so they can be pre-solved.
- How to use Hard Trends to identify emerging opportunities to accelerate growth.
- How to identify the Soft Trends based on assumptions that *might* happen and the related opportunities to influence them to your advantage.
- How to use the certainty that comes from Hard Trends to accelerate innovation with much lower risk.
- How to use Problem Skipping to accelerate your organization's growth and your employees' personal success.

Daniel Burrus is a futurist keynote speaker who identifies game-changing trends and strategies to help you:

- **Anticipate** the Future with More Certainty
- **Create** Strategic Value & Competitive Advantage
- **Empower** Your Audience, Your Team, and Yourself

Daniel Burrus

WHAT MEETING PLANNERS ARE SAYING



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"A 'must-hear' presentation."

 **Microsoft** **Steven A. Ballmer, CEO, Microsoft**

"By applying the principles of Flash Foresight to our business, we have been able to double our revenues and increase the value of our company by a factor of four in less than a year. Even so, we feel the biggest impact is yet to come."

 **ConnectWise** **Arni Bellini, CEO, ConnectWise**

"This is the third time Daniel Burrus has addressed this conference, and each presentation has been better than the last. I wouldn't hesitate to invite him back again in the future!"

 **First Data** **John E. Burkey, First Data Resources**

"Daniel Burrus was fabulous! He received rave reviews from our participants for his relevancy, insight, expertise, and style. He's the only keynote speaker we have invited back numerous times. I am convinced the extraordinary success of his continued contribution is due in no small part to the enormous amount of time he puts into each presentation, customizing it to fit the unique, challenging needs of our audience each year."

 **GIRMA** **Stephanie Fischer, CEO, Global Retail Marketing Association**

"Our people, without exception, felt that Daniel Burrus' ideas were provocative, original, and timely. His entertaining style captured the audience, and compelled us to listen, think, and apply our thoughts to our own professional and personal lives. He truly made a memorable impression."

 **Mark Mcnutt, Xerox Corporation**

"It came as no surprise to me that Daniel Burrus was rated the top speaker in our audience evaluations. His unique blend of wit and insight awakened all of us to the need to develop the knowledge necessary to move into a 21st century mindset."

 **Robert Howe, IBM Corp.**

"Daniel Burrus' thoughts on creating opportunities for change is the excellence we have been striving for. His framework on innovation, creativity, and customer value will become the management practices that will take us to our next stage."

 **Victor Nichols, Wells Fargo**

"I don't know any other speaker that could present after Bill Gates and 'wow' the audience like Daniel Burrus did! He was the perfect choice."

Steve Morrison, Policy Management Corp.

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PARTIAL CLIENT LIST

RESEARCH | CONSULTING | SPEAKING | TRAINING



FORTUNE 500

3M
Abbott Laboratories
ACUITY
AECOM
American Express
Amgen
Arrow Electronics
AT&T
BASF
BP Global
Chevron
Cisco
Citibank
Deere
Dell

Deloitte
Dow Chemical
Duke Energy
DuPont
Eaton
eBay
Express Scripts
ExxonMobil
FedEx
Fidelity Investments
First Data
General Dynamics
General Electric
General Mills
Google

Harris Corp.
Hewlett Packard
Hilton
Honda
Honeywell
IBM
Johnson Controls
JPMorgan Chase
Lockheed Martin
Merck & Company
Merrill Lynch
MetLife
Microsoft
Motorola
NBC Universal

NCR
Nestle
New York Life Insurance
Northwestern Mutual
Oracle
Philip Morris
PricewaterhouseCoopers
Procter & Gamble
Raytheon
SAP
State Farm
Verizon
Wells Fargo
Whirlpool
Xerox

COMPUTERS | SOFTWARE

Alorica
Autodesk
CDW
Check Point
Cisco Systems
Cognizant
Compuware
CompTIA

ConnectWise
CoreLogic
Dell
Epson
Fujitsu
Google
Harris Corp.
Help Desk International

Hewlett Packard
Honeywell
HP Enterprise Services
IBM
Intergraph
Lexmark
Microsoft
NCR

Oracle
Paypal
Progress Software
SAP
Symbol Technologies
Teradata
Toshiba
Unisys !

TELECOMMUNICATIONS

ACUTA
Alcatel Lucent
AT&T
Bell Canada
Cintel
Comcast Cable
Entel
InterCall

IWCE
Motorola
National Rural
Telecommunications
Cooperative
MTN Group Limited
NCTA

Nokia
Oregon
Telecommunications
Association
Society of Cable
Telecommunication
Engineers

SingTel
Sprint
Technicolor
Univision Communications
Verizon
Vodafone
Zain

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FINANCIAL

Accenture	Deloitte	Fiserv	Navy Federal Credit Union
AgFirst Farm Credit Bank	Discover	Institute of Internal	Northwestern Mutual
American Express	Dun & Bradstreet	Auditors	PricewaterhouseCoopers
Baker Tilly	DWS Investments	INVESCO	Principal Financial Group
Bank Administration	Equifax	JPMorgan Chase Bank	SEI Investments
Institute	Ernst & Young	KPMG	TransUnion
BMO-Harris Bank	Fidelity Investments	MasterCard	VISA
CitiBank	Financial Executives	Merrill Lynch	Wells Fargo
CoBank	Institute	Mortgage Bankers	Western Union
CUNA	First Data	Association of America	

HEALTHCARE | PHARMACEUTICALS

Abbott Laboratories	Baxter Healthcare	Distributors Assoc.	Premier Healthcare
American Academy of	bioMerieux	Healthcare Management	Sacred Heart Health
Ophthalmology	Capital BlueCross	Association	System
American Assoc. for	Consumer Healthcare	Kaiser Permanente	S.C. Johnson & Sons
Physician Leadership	Products Association	Mercy Health System	St. Jude Children's
American Hospital	Dental Trade Alliance	Mayo Clinic	Research Hospital
Association	Express Scripts	Merck & Company	Society for Critical Care
American Medical Group	GlaxoSmithKline	Metropolitan Chicago	Medicine
Association	Healthcare Distribution	Healthcare Council	Sun Health Corporation
American Lung Association	Alliance	Miracle Ear	TELUS
American Organization of	Healthcare Financial	Missouri Hospital	Texas Rehabilitation
Nurse Executives	Management Assoc.	Association	Commission
Amgen	Healthcare Industry	Novartis	Vizient
Bausch & Lomb			

INSURANCE | SALES

ACUITY	Direct Selling Association	Realtors	State Farm
ACORD	GE Capital	New York Life	Thrivent Financial for
Anthem Blue Cross & Blue	JM Family Enterprises	Northwestern Mutual	Lutherans
Shield	Massachusetts Mutual	Property Casualty Insurers	Travelers Companies
Capital BlueCross	Financial Group	Association of America	Zurich Insurance Group
Century 21	MetLife Auto and Home	Protective Life	
CIGNA	Million Dollar Round Table	SAFECO Insurance	
Direct Marketing Assoc.	National Association of	Company	

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CONSUMER PRODUCTS

3M	eBay	Lenox	Toshiba
American Pet Products Association	GE Appliances	Lexus	Trane
Avon Canada, Inc.	Hallmark Inc.	MillerCoors	Underwriters Laboratories
BASF	Honda	Newell Rubbermaid	Varilux
Disney Consumer Products	International Housewares Association	Procter & Gamble	Volvo
DOWCO	Kohl's Department Stores	Rayovac	Whirlpool
Kodak	Lands' End	S.C. Johnson & Sons	

FOOD | AGRICULTURE

Agricultural Retailers Assoc.	Deere & Company	Turf	Association
American Farm Bureau Federation	Folgers Coffee Company	Kellogg's	Nestle
American Feed Industries Association	Food & Consumer Products of Canada	Land 'O' Lakes	Philip Morris
Cadbury	General Mills	Micro Beef Technologies	Pfizer
Cargill	Growmark, Inc.	Monsanto	Pillsbury
ConAgra Foods	Ingredion	National Grocers Association	Quaker
Countrymark	International Deli/Dairy/Bakery Association	National Livestock and Meat Board	Sara Lee
	John Deere Agriculture & Association	National Products	Seagrams
			Sonic

UTILITIES

Alliant Energy	National Rural Electric Coop Association	Sempra Energy Utilities	Managers
American Gas Association	PennWell Corporation	Southern California Edison	Water Quality Association
Dairyland Power	Propane Gas Assoc of Canada	Southern Company	We Energies
Dayton Power and Light	Rural Electrification Administration	Tampa Bay Water	Western Energy Institute
Duke Energy	San Diego Gas & Electric	Telvent	Xcel Energy
Edison Electric		Trans Canada Pipeline	
Gulf Power Company		Utilimetrics	
IEEE PES Power & Energy		Utilities Purchasing	

GOVERNMENT | LEADERSHIP

Air Force Quality Institute	Economica SGPS	Hong Kong Management Association	US Air Force
American Chamber of Commerce Executives	Conference	National Center for State Courts	US Department of Defense
Bestseller PR AB	Entrepreneur of the Year	Social Security Administration	US Secret Service
Business Leadership Summit	Expogestion	The Executive Committee	
Department of Defense	FOSE		
	Global Entrepreneurial Conference		