

Daniel Burrus

World Leading Technology Futurist on Global Trends and Disruptive Innovation

Please contact a GDA agent for information.

Topics

- Artificial Intelligence
- Business Growth Strategies & Trends
- Futurists
- Leadership

About Daniel Burrus

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

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.

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*, the *Anticipatory Organization® Business Model*, used by leading organizations worldwide, and he is a founding member of the Department of Defense Joint Services Futures Group.

His accurate predictions date back to the early 1980s, when 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. They included digital electronics, AI, distributed computing, genetic engineering, lasers, optical storage, photovoltaics, fiber optics and nanotechnologies to name a few. 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.

Burrus is a featured writer, reaching millions of monthly readers with his insights on disruptive innovation, exponential change and the future. His work is featured across various platforms, including LinkedIn, where he is a member of an exclusive invitation-only group of experts. On LinkedIn alone, he has built a following of over 1.2 million professionals.

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*.

Select Keynotes

- **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.

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• 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.

Select Book Titles

- **2017:** The Anticipatory Organization - Turn Disruption and Change Into Opportunity and Advantage
- **2011:** Flash Foresight: How To See the Invisible and Do the Impossible
- **1993:** Technotrends

Select Articles

- [How Can You Stay Ahead of Disruption in a Rapidly Changing World](#)

Disruption isn't coming—it's already here! Will your business react to disruption or move to better anticipate it? Those who anticipate shape the future of their industries.

- [How Business Leaders Can Turn Uncertainty Into Opportunity](#)

Are you reacting to change, or shaping it? In today's fast-moving business landscape, uncertainty is a given. But within that uncertainty lies opportunity—if you know where to look.

- [Are You Equipped to Lead in a Time of Rapid Technological Change?](#)

Are you ready to lead in a world where technology changes faster than ever? In this article, I dive deep into how leaders can thrive in this era of rapid disruption driven by three unstoppable forces—computing power, storage, and bandwidth. From the rise of AI to the complexities of cybersecurity and the balance between productivity and job security, we're tackling the biggest questions shaping our future.

- [Unlocking Tomorrow: The Top Tech Trends Transforming 2025](#)

Are You Ready for the Tech-Driven Transformation of 2025? Emerging technologies like GenerativeAI, AR, VR, Web3, QuantumComputing are no longer futuristic concepts—they're shaping the way we live and work right now.

- [AI and the Future: What Lies Ahead for Society](#)

AI is no longer just a trend it's transforming industries, jobs, and business strategies faster than ever. AI won't replace professionals—it will empower them. Disruption is inevitable, but it doesn't have to be a threat. Those who act now can shape the future rather than react to it.

- [Making Innovation Part of Your Business Model](#)

If you want to push your business ahead of the competition, innovation can't just be a buzzword—it needs to be embedded in your very business model. In this article, I dive into why a culture of innovation, driven by employees at every level, is essential for true industry disruption. I talk about how fostering an "anticipatory" mindset can help your team not just keep up with change, but drive it.

Select Testimonials

"We learned the power of Daniel's approach to identifying trends and then adapting one's business to take advantage of such during his

presentation at our recent Partner retreat. Daniel is a powerful strategist bringing significant value to those he works with.”

– *Alan Whitman, Chairman and CEO, Baker Tilly Virchow Krause*

“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.”

– *Arni Bellini, CEO, ConnectWise*

“Your presentation was captivating. We all left the presentation with different mindsets on how to think beyond the normal and look towards the future, an approach that will continue to drive ACUITY forward.”

– *Ben Salzmann, President and CEO, ACUITY*

“I have gotten nothing but rave reviews on how much people got out of your presentation. I, personally, could spend days with you...love how you make me think about things and see things differently.”

– *Carol Augusto, Executive Producer, Neill Corporation*

“I haven’t stopped thinking about your keynote from our National Sales Meeting. You are maverick, rogue, and completely changed the way I think about my job/game. I no longer want to sell 1 at a time, I want to sell 10 at a time – the bigger big.”

– *Heather Coldren, Territory Manager, Dexcom*

“Please share my appreciation to Daniel for a great keynote address, which helped to make this year’s Planning Conference the highest rated one that I’ve hosted during the ten years at Partners Federal Credit Union.”

– *John Janclaes, President and CEO, Partners Federal Credit Union*

“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*

“Daniel provided excellent value to our worldwide sales conference this year in Taipei. His presentation was engaging, relevant, and inspiring. I especially appreciate his ability to understand both our business direction and conference themes, and ability to tailor his message to align well with both. Daniel also led an interesting exercise for the participants that left our management team with tangible ideas and inputs from the participants to drive future customer and market engagements.”

– *Mr. Walt Sledzieski, Senior Director, Micron*

“Thank you for an awesome presentation at our inaugural Business Innovation Forum. Your opening keynote presentation was timely and able to help more than 800 business leaders gear up for the future. I’ve heard a lot of positive feedback on your incredible knowledge and your ability to motivate and inspire. It’s amazing to learn how you can use Hard Trends to make invisible solutions visible!”

– *Nicholas Lim, Associate Director, SingTel*

“Outstanding job! The feedback from our critiques was excellent across the board. Your message was timely, well received and truly personalized for our group. We truly appreciate all of the work you did up front to get to understand our group and as a result tailor your presentation for our group. Again, extremely well done.”

– *Paul Eder, VP, Protective Life Insurance Company*

"We asked Daniel Burrus to be the closing speaker at a recent conference for CIO's. That's a tough slot to fill as participants often have meeting fatigue after several days of meetings and networking. However, the room was full, anticipation was high and he engaged participants to the very last minute. He was an excellent speaker and rose to the challenge providing a perfect end to a great conference."

– *Philip Arbuckle, Society for Information Management*

"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 Corporation*

"Daniel's message was a natural fit for our audience of more than 1,000 utility industry employees. His technology expertise and Hard Trends were very applicable to our industry and well received. His depth of knowledge in his field and passion for the subject matter were evident throughout his presentation."

– *Sharelynn Moore, VP, Itron*

"Your presentation was outstanding! Feedback thus far has been great. The ability to personalize it to our audience, and bring out what is relevant was fantastic. Will look for opportunities where we can work together in the future."

– *Steve Miller, MD, SVP & CMO, ExpressScripts*

"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.*

"A 'must-hear' presentation."

– *Steven A. Ballmer, CEO, Microsoft*

"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*

"On behalf of State Farm Insurance, it is with great pleasure that we thank you for presenting at our IT Symposium event. The excitement that was generated throughout and outside of our IT department because of your presentation has been contagious and well received by analysts and leadership of all levels."

– *Wendy Noel, IT Symposium Lead, State Farm*