

DAVID ALLISON



KEYNOTE KIT

HIGHLIGHTS REEL

We Are All Values-Driven

Human Values Expert, Global Researcher, and Founder of the Valuegraphics Project

It began when David Allison started to notice people behaving in unexpected ways. Senior citizens were rock climbing, and Gen Z was listening to classic rock. Men were going for manicures, and women were driving tanks.

His wealthiest friends shopped at Walmart, and others pinched pennies to buy Prada. With his decades of marketing experience, he saw the signals in the noise: demographics were broken.

So in 2015, he set out to build a better way to understand people and launched the Valuegraphics Project.



His goal was to collect enough data to create a global inventory of core human values. Why measure values? Because behavioral scientists had known all along that our values – not our demographics – drive everything we do. The only thing missing was a way to make values into useful insights.

At first, he was focused on helping marketers engage and influence consumers. But he quickly realized that the need was much bigger.

From social change to employee engagement to consumer behavior, people are doubling down on their values. Values have become the most powerful force on earth.

Today after 750,000 surveys in 152 languages across all nine regions of the world, we can pinpoint the shared human values of any group of people. We can abandon outdated demographic ideas about who people are, and use human values to understand each other.

If we let them, our values will unite us. How to use that unifying power is what David talks about in his books, and from stages all around the world.

All Around the World Values Are the News

- The Future of Work: values are driving the debate over working from home, quiet-quitting, and the great resignation.
- The Future of Leadership: active listening, empathetic leadership, and emotional intelligence, these soft skills are ways to honor what people value.
- Political divisiveness in countries around the world is rooted in a clash of values.
- Values are behind transformational decisions like Patagonia founder Yvon Chouinard donating his company to fight the climate crisis.
- Consumers are swift to support companies that focus on ESG, DEI, and Brand Purpose. And punish companies that don't.

In fact, we have entered a new economic era. It's no longer the Sharing Economy or the Experience Economy, we have entered the Values Economy.

David has made values into a measurable business metric. And his mission is to give what makes us human – our shared values – a seat at every boardroom table in the world.



“This is the future of marketing, CX, UX, employee engagement...this is the future of everything.”

Peggy Anne Salz

Senior Contributor, Forbes
Harvard Business Review



Speech Topics

"We have mapped the values of everyone on earth, so I can do two things on stage that weren't possible before. I can pinpoint the shared values of any group of people. And then I can show my audience how to connect with those people, deep inside their hearts, like a trusted friend. **It's a transformational experience. It changes the way people look at themselves, and how they look at other people too.**"



Custom Keynote

Finding Your Focus in the New Values Economy

The Science of Values & Influence

- Answer the burning question: "How can we engage people, and influence the decisions they make?"
- Discover the specific shared values of customers, prospects, investors, members ... any group of people your audience wants to reach.
- Learn how to use custom research findings to reach people deep inside their hearts, and engage with them like a trusted friend.
- Create values-driven solutions that will resonate deeply - 8X more powerfully than ever before - with the people you care about most.

Signature Keynote

Our Values Unite Us

The Values-Driven Way to Tackle Anything, Together.

- Understand how values drive the agenda for everything in the world today.
- See how we waste trillions of dollars each year using demographics to understand people, with eye-popping statistics from the global value graphics database.
- Learn how human values can transform the way we work, and the kind of world we live in tomorrow.
- Be inspired to change how you look at people, and leave with the tools you need to succeed in a values-driven world.



"We've entered a new economic era. We live in the Values Economy now."

Who Am I?

"I've been described as a human values expert, a global researcher, and a best-selling author. I'm definitely a keynote speaker. Someone once called me a values activist, and suppose that's true too. I know one thing for certain: I'm values-driven. Because we all are. It's what unites us, and makes us human."



BIOGRAPHY

David's career took off as a copywriter and creative director in advertising agencies. He made campaigns for trucks, hotel rooms, hot dogs, newspaper subscriptions, flights, telephone services, cheese, and lawyers. On the side, he taught marketing courses at the university and passed along what he'd learned so far.

Eventually, he started a branding company where 40 people built campaigns for hotels, condo towers, resort properties, and office towers around the world. Plus, he was VP of marketing for resorts at Sotheby's luxury property division.

Even earlier, from childhood right through his graduate year at school, he created campaigns, secured sponsorships, and attracted media attention for everything from beer gardens to bookstores.

All of this helped him see that people were behaving in ways that demographics couldn't define. From his vantage point, the next step was obvious: we needed a better way to understand people. So, in 2015, he launched the Valuegraphics Project, years before the Values Economy emerged in response to the post-COVID world.

Today, he helps brands like PayPal, the United Nations Foundation, lululemon, and Five Star School Supplies change how they look at people. He speaks on stages around the world. His 2018 best-seller *We Are All the Same Age Now* was named one of the ten best leadership books of the year by INC Magazine, and his new book *The Death of Demographics: Valuegraphic Marketing for a Values-Driven World* will be published in November 2022.

He is an avid collector of contemporary art and plans to continue weightlifting until something forces him to stop. He lives in a retrofitted Vancouver office tower complete with a home studio and writes in a heritage cottage up the coast in British Columbia, Canada.



Add-Ons

Interactive Micro-Workshops

A series of micro-workshops at your event gives individual attendees (or teams from one organization) a personalized, 30-minute consulting session. David, or a senior executive from his team, will help apply the insights from the keynote to each unique situation and build a practical implementation plan. Sessions are pre-booked for each day of the conference, and they are always over-subscribed!

The Thought Leaders Power Panel

Three to five panelists of your choosing get briefed in advance on the values from David's keynote. Then, on stage, he facilitates a lively discussion and teases out insights that resonate deeply with the audience. These are the thought leaders your attendees know and respect, sharing their values-driven ideas. This is a unique way to showcase sponsors!

Special Edition Sessions

What's your idea? Does the board of directors want a Q&A session? Maybe your best sponsors deserve a special session as a way to say thanks for their support? Could you use a casual dinner speech to help the conversation flow? David is flexible, and happy to help!

The Valueprint Self-Assessment Tool

Attendees complete a values assessment in advance of the event and immediately receive an email with their results. Then, David's keynote shows them how their values compare to each other, and to the people, they want to reach. The FOMO is enormous: everyone loves to learn more about themselves and the people they interact with every day.

Valuegraphics Masterclass

After a keynote, participants will receive more detailed research results, roll up their sleeves and create their own values-driven solutions for the real-world issues they are grappling with each day. These can be delivered live, in a digital format, or as an on-demand online course.

Reviews & Videos



"The best speaker we've had since Malcolm Gladwell!"

Cindy Chandler
Former Deputy Executive Director
American Gem Society

"David inspires everyone with the power of human values!"

Carina Bauer
CEO, The IMEX Group

"A born storyteller and people love him!"

Douglas Coupland
Artist and Author

"I guarantee he will exceed every expectation you have!"

Nancy Snowden
Lead Manager, Educational Experiences, MPI

"I've booked him for several global events. He rocked them all!"

Tahira Endean
Society for Incentive Travel Excellence

Keynote Highlights Reel



What Are Valuegraphics?



Trailer for *The Death of Demographics* book launch



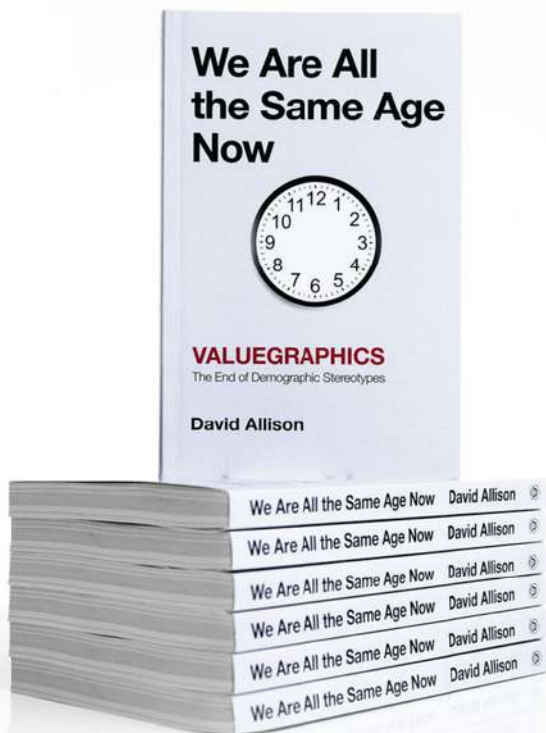
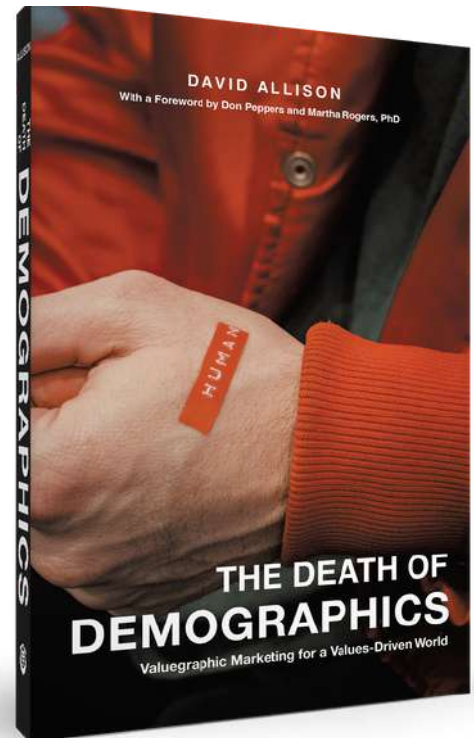
Books

The Death of Demographics

The Death of Demographics provides a replacement for outdated demographic ways of looking at people. There was a time when men had a job to do, as did women, young people, old people, rich people, and poor people. But we don't live that way anymore – your demographics are no longer your destiny. In fact, demographics died off as a useful way to understand people a long time ago.

What drives people now is our values. Values are the GPS system we use to navigate our lives, In fact, humans are neurologically hardwired to chase what they value.

And while this particular book provides a data-driven DIY system meant for marketers, shifting to values is not a marketing issue it's a human issue. From social change to employee engagement to consumer behavior, this book shows how values can light the way.



We Are All the Same Age Now

The 2018 best-seller that convinced countless organizations to embrace a values-driven view of the world by diving deep into the data for people in Canada and the USA. With David's new globally-relevant book coming soon, values-driven marketers will want to revisit this foundational work!