

KEYNOTE SPEAKER DAVID ALLISON

Human values expert, CEO of a global research firm, 2X best-selling author, and founder of the Valuegraphics Project

Long Biography

After decades of helping big brands engage people, David Allison recognized that demographics weren't working like before. Gender roles were blurred, age has nothing to do with how we behave, and our income doesn't change what's in our hearts. Instead, our values drive our behavior and our shared values that engage people and influence outcomes. So he launched the Valuegraphics Project to turn human values into data and create a revolutionary new approach to inspiring action – with the enormous power of shared human values.

Today, after nearly a million surveys in 152 languages, David is the world's foremost human values expert, with two best-selling books and an international speaking career. Innovative organizations like PayPal, Lululemon, and the United Nations Foundation use David's data to connect with people in new, more profound ways - by honoring what they value. He coined the term valuegraphics to describe his unique approach to understanding people, which now appears next to demographics in textbooks used on campuses worldwide. Valuegraphics have been featured in Forbes, INC Magazine, and the Harvard Business Review, and his latest book, *The Death of Demographics*, was hailed by critics as "Convincing, insightful, and...revolutionary."

He's developed an entirely new and powerful way to address any issue, and seize any opportunity by leaning deep into a fundamental human truth: we are what we value. His highly engaging and passionate keynote delivery, combined with game-changing insights, make his keynote presentations entirely unique can't-miss events.

Short Biography

David Allison is a human values expert, CEO of a global research firm, 2X best-selling author, and founder of the Valuegraphics Project. He is focused on changing how we understand ourselves, the people around us, and those we hope to engage with in our work. As the founder of the Valuegraphics Project – the first global inventory of core human values – he has transformed human values into measurable data and created an entirely new type of human-centric insights. He helps big brands like PayPal, Five Star School Supplies, the United Nations Foundation, and Google connect with people by honoring their values.

His work is included in college textbooks used worldwide, and has been featured in Harvard Business Review, Forbes, and INC Magazine. His latest book *The Death of Demographics*, was hailed by critics as "Convincing, insightful, and...revolutionary."

**Values are the answer.
Let's put them to work.**