

## Keynote Speaker Overview

# David Allison

Human values expert, CEO of a global research firm, 2X best-selling author

## What's the problem?

There is a thread that connects sales, leadership, people & culture, ESG, DEIB, employee engagement...every issue and every opportunity. No matter who we are, and what our role is, we are all just trying to get some people to do something. But people today are harder to understand than ever before. They behave in unpredictable ways that can't be deciphered with demographics like age, income, gender, and education. We have more data than ever, but predicting how people will react remains a mystery.

But what if we're measuring the wrong things? Turns out we have been, all this time.

## Why David Allison?

People are driven by their values, not their demographics. Understand what people value and you understand who they are, and why they behave as they do. That's why David Allison turned values into data, conducting nearly a million surveys in 152 languages featuring hundreds of millions of data points. He's made a neurological truth into a measurable metric: every decision we make, thousands of times of day, is determined by our values. His research, included in college textbooks and discussed in Harvard Business Review, INC Magazine, and Forbes, has been leveraged by global organizations like Google, PayPal, lululemon, and the United Nations Foundation, transforming their understanding and influence over people.

## How will his keynote transform you?

David's dynamic keynotes have been called "riveting" and "fascinating," and the custom data and insights he brings to each audience have been described as "entirely unique and priceless." He explains how to use specific shared values to transform sales and marketing, people and culture, leadership, innovation, change management, DEIB, ESG, and more. His keynotes inspire you to recognize your own values, the values of the people around you, and the values of the people you want to impact with your work. You will leave his keynote with an entirely new view of who people are and what makes them tick, determined to embrace a values-driven approach to your personal and professional goals and ambitions.

"When you change how you look at people," David says, "it changes everything."

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