

## **Lessons on Navigating Change, Leadership and Innovation**

This interactive discourse offers practical strategies for business growth and organizational excellence. Michael will present a blend of traditional and technology-driven approaches to navigate today's dynamic business landscape, encouraging you to apply these insights to your specific context.

This discussion explores the challenges of change readiness. The rapid ascendance of generative AI, which continues to evolve and permeate every facet of business, presents new opportunities for innovation and poses obstacles that must be solved. The exploration will include predictions on AI's potential and likely impact on business processes, productivity, and workforce dynamics. It will also address ethical considerations, including data privacy and security concerns in an increasingly AI-driven landscape.

Michael will provide expert analysis of how market leaders use generative AI to accelerate innovation and offer strategic guidance on leveraging this technology for growth and success. This in-depth conversation also examines the acute need to create a culture of innovation. Michael will equip you with practical ideation strategies, a crucial set of knowledge given AI's transformative power to accelerate innovation further.

A renowned adjunct professor of innovation at the University of San Francisco and the author of "Ubertrends — How Trends and Innovation Are Transforming Our Future," Michael is a leading authority on understanding these disruptive waves and their implications for the future.

Through Michael's compelling storytelling, attendees will learn:

- Gaining an understanding of the current landscape of generative AI apps.
- How to create a culture of innovation within your organization.
- Innovation strategies that leverage AI's transformative power.

# Transformative Strategies for Future-Proofing Your Business (or Career)

In an era where change is the only constant, the ability to anticipate and adapt to future trends is crucial for the longevity of any business or career. This session, designed for forward-thinking individuals, delves into the art and science of future-proofing. We will explore how to harness the power of trends, ignite the spark of innovation, and master the digital wave to elevate your business or career to unprecedented heights.

In his trademark rollercoaster ride through the landscape of now, Michael Tchong will illuminate the opportunities and challenges generative AI presents for businesses, sparking excitement about the potential for growth and efficiency. He will discuss pragmatic strategies for ensuring your organization's longevity in an AI-imbued world, instilling a sense of optimism about the future of your business.

In this talk, Michael, a prominent global futurist and founder of four disruptive startups, will leverage his current AI startup experience to examine state-of-the-art AI tools and their potential impact across industry sectors, from technology to consumer goods to healthcare and finance. He will identify AI adoption's key drivers, including efficiency improvements, cost reductions, and enhanced customer experiences.

Michael, a renowned adjunct professor of innovation at the University of San Francisco and the author of "Ubertrends — How Trends and Innovation Are Transforming Our Future," will offer a treasure trove of insights on Ubertrends and use these predictions to transform disruption and change into benefits and opportunities.

Through Michael's compelling storytelling, attendees will learn:

- How to use AI tools to reduce costs, enhance speed, and spur growth.
- Investing in training to prepare employees for the future of work.
- Ways to use Ubertrends to expedite exponential innovation with lower risk.