

Ross Dawson

Futurist | Board advisor | Keynote speaker | AI and future of work expert

Executive Sessions and Leadership Development



ROSSDAWSON



Ross Dawson

Ross Dawson is a leading futurist, board advisor, and keynote speaker.

Global demand: Dawson has delivered keynote speeches and strategy workshops for business and government leaders in 33 countries.

Bestselling author: Dawson's books include *Developing Knowledge-Based Client Relationships*, in its first and expanded second editions, the acclaimed *Living Networks*, *Implementing Enterprise 2.0*, *Getting Results From Crowds*, and most recently, *Thriving on Overload*, named as one of the best tech books of summer by Fast Company.

Successful entrepreneur and executive: Dawson is Founding Chairman of the Advanced Human Technologies group of companies and Founder of Bondi Innovation. He previously worked for NCR, Merrill Lynch, and Thomson Financial across three continents, most recently as Global Director - Capital Markets for Thomson.

Leading clients: Clients for Dawson's keynotes and strategy workshops include BCG, Deloitte, IPG, Microsoft, NASA, News Corp, Procter & Gamble, Toyota, Visa, Walmart, and many other global leaders in their industries.

International media coverage: Extensive media coverage of Ross Dawson's work includes ABC News, BBC, Forbes, The Guardian, Le Monde, New York Times, El País, Sky News, Sunrise, Time, USA Today, Vice, and Die Welt.



AI and Future of Work Expert

Deep topic expert. Dawson has been researching and writing on AI and the future of work for over two decades. He discussed AI agents, remote work, open innovation, and other topics highly relevant in the 2020s in his 2002 book *Living Networks*, which New York Times recognized for its prescience. He is also well-known for a wide range of research into AI and the future of work over the last decade including his widely discussed 2016 framework on 'Humans in the Future of Work'.

Global leader of the 'Humans + AI' movement. Dawson is founder of the *Humans + AI Explorers Community*, which includes many of the top researchers and practitioners in the space. His top-ranked Maven course *AI-Augmented Thinking & Decision Making* is in its fifth cohort. Dawson's Humans + AI strategy frameworks have attracted over 100,000 views.

Top influencer in AI and the future of work. Dawson is a Top Voice in AI on LinkedIn. He has been named as one of the world's top influencers in the future of work as well as related domains such as crowdsourcing and Enterprise 2.0. He is host of the *Amplifying Cognition* podcast, which has been ranked in the top management podcasts in 14 countries.

Founder of AI startup. Dawson is Founder of Humans + AI startup Informivity, which creates the ThoughtWeaver AI-augmented thinking app.



Developing Client Capabilities

Focus on capability development. All of Ross Dawson's work is focused on developing the capabilities of client executives and organizations. His bestselling book *Developing Knowledge-Based Client Relationships* has long been the leading reference for professional organizations seeking to develop knowledge, enhance decision-making, and increase capabilities of their clients.

Expert facilitator. Dawson has deep and broad expertise as a board and executive facilitator, drawing out perspectives from diverse groups for collective insight. Clients often comment that his combination of world-class thought leadership with outstanding facilitation skills is highly unusual.

Digital and AI facilitation. Where appropriate, Dawson uses digital facilitation tools in groups to surface diverse perspectives, refine discussions, and streamline the development of action plans. As relevant he uses AI tools to support and enhance thinking and decision-making processes, to achieve superior outcomes and demonstrate the effectiveness of Humans + AI thinking.

Session formats. Depending on objectives most sessions can be run as:

- **Short session (1-2 hours):** Presentation with discussion and Q&A.
- **Workshop (half-day/ full-day):** Highly participatory hands-on sessions.

Education sessions can be adapted to multi-session live cohort programs.

The following pages provide examples of executive sessions run by Ross Dawson.

Every engagement including topic and format is tailored to the client's specific objectives and context.

Session descriptions

The Power of Generative AI

AI and the Future of Work

Framing Your AI Strategy

AI-Augmented Strategic Decision-Making

Thriving on Overload: Information Mastery

Future-Focused Leadership

EXECUTIVE EDUCATION

The Power of Generative AI

An education session for executives to understand generative AI, its implications for business, the opportunities for enhanced productivity and value creation, and the governance required. Usually run as a hands-on session to generate practical insights.



Audience

All levels from emerging leaders to boards, tailored to the audience.



Key content

Generative AI foundations: Key concepts, distinctions with Analytic AI, current state of the market.

Business applications: Where generative AI can be used to create value, including a range of relevant use cases.

Strategic implications: How generative AI may impact strategy, positioning, competition, value creation, talent, and organizational structure.

Governance: The potential risks from use of Generative AI and guidelines to mitigate risk and maximize positive impact.



Outcomes

Familiarity with generative AI: Understand what it is, what is available, current capabilities, and emerging possibilities.

Identify high-potential use cases: Participants will identify the most promising applications of generative AI relevant to their responsibilities.

Informed decision-making: Ability to develop strategies and make decisions that consider the capabilities and potential impact of generative AI.

Personal action plans: Participants are guided to create a plan for developing and applying their generative AI knowledge in their work.



Example

Ross ran a session for leaders and senior professionals of a government department focused on economic strategy.

Workshop activities included showcasing relevant use cases and participants identifying the most promising applications in their work and for the organization.

The success of the session has resulted in referrals to other government entities in the innovation network.

EXECUTIVE SESSION

AI and the Future of Work

An immersive session for leadership teams who want to prepare their organizations for the impact of AI on the future of work. Leaders explore the impact of AI on the future workforce and set directions for attracting talent, augmenting capabilities, and driving industry-leading performance.



Audience

Boards and executive teams



Key content

The evolution of AI capabilities: Current and anticipated performance levels of AI and the emerging high-value roles for humans.

Humans + AI collaboration: Strategies to integrate human capabilities with AI for superior performance and outcomes.

Future organization design: Frameworks for designing future organizations that effectively integrate human and AI capabilities.

Innovative structures and processes: Development of innovative organizational structures and processes that optimize value creation and talent attraction.



Outcomes

Vision of future of work: Insight into possible pathways for work in an AI world, and emerging clarity on related organizational strategies.

Enhanced leadership capabilities: Leaders gain a deep understanding of the impact of AI and other trends in the future of work.

Strategic alignment: Executives align their thinking and approach, creating unified strategies for the organization.

Priorities for a Humans + AI future: Clarity on intent and pathways to create a positive, enabling future of work for the organization.



Example

Ross ran a series of workshops for the leadership team and direct reports of a major U.S. financial advisory group, focusing on designing the future of work for the organization, addressing both the role of AI and the evolution of hybrid work.

The workshops developed common thinking frameworks and language across the organization, generating a clear vision for company's future workforce, and resulted in clear initiatives for short, medium, and long-term to drive the success of the company in a rapidly evolving world of work.

STRATEGY FACILITATION

Framing Your AI Strategy

The rise of AI capabilities impacts every aspect of business. This session applies a set of strategic frameworks to guide executives through considering the issues, challenges, and priorities. This provides a structured, efficient path to clarifying strategic positioning relative to AI and setting action plans,



Audience

Boards and executive teams.



Key content

The role of AI in value creation: A high-level framing of AI capabilities, applications, use cases, and impact on strategy.

Governance for transformation: Framing AI governance as both addressing risks and enabling organizational transformation.

The organization of the future: The emerging roles of humans and AI in value creation and implications for talent strategy and organizational structure.

Strategy and competences: Implications for strategy, required competences, and high-level roadmaps.



Outcomes

Clarity on role of AI: Identification of short-term and potential longer-term applications and impact of AI in the organization.

Identifying key issues: Surfacing the highest priority issues for further research, discussion, and decisions.

Priorities for competence development: Identified priorities for human capital and organizational competence development.

High-level action plan: The outline of an action plan and roadmap for incorporating AI into the organization’s long-term success story.



Example

Ross ran a workshop for the board of a major mining company framing the role of AI and related technologies in its strategy.

The workshop introduced strategic frameworks on the short to long-term potential for AI transformation from operations through to managerial and executive roles, governance for transformation, and implications for the workforce.

The workshop clarified and aligned directors’ thinking on AI, and generated a framing for the company’s workforce and technology strategies.

STRATEGY FACILITATION

AI-Augmented Strategic Decision-Making

Leading-edge generative AI tools and techniques are used to enhance the strategic decision-making process. This is usually applied to a specific decision, supporting a faster, improved outcome while enabling participants to effectively apply AI to future decisions.



Audience

Boards, executive teams, business unit leadership, and strategy teams.



Key content

- AI in the strategy process:** Framing the relative roles of humans and AI in the strategic decision-making process.
- Specific AI strategic roles:** Techniques for AI in decision framing, option generation, option assessment, and decision robustness.
- Framing discussion issues:** Using AI to help surface and frame discussion issues, differences of opinion, and alignment of executive thinking.
- Integrating AI into strategy:** Paths to applying AI in the organization’s strategic decision-making processes, including governance and practical issues.



Outcomes

- Experiencing the potential of AI in strategic decision-making:** Hands-on use and direct lessons learned on where AI can best support improved decision-making.
- Enhanced decisions:** Better quality of decision achieved with reduced investment of executive time.
- Library of tools and prompts:** Participants are given access to a library of useful prompts and tools to assist their decision-making.
- Action plan for improved strategy processes:** If desired, sessions can include mapping steps to improve internal decision-making processes.



Example

- Ross ran a session with the board of a major insurance company on the role of AI in strategic decision-making.
- The session included both the implications for board and executive strategy exploration and decision processes, and how AI-augmented decision-making could be applied at all levels of the organization.
- The board was taken through specific examples of the use of AI-augmented decision-making relevant to current decisions.

EXECUTIVE EDUCATION

Thriving on Overload: Information Mastery

The author of *Thriving on Overload* guides executives through enhancing their information habits for superior performance and enhanced well-being. The program provides participants with the tools and practices to shift from overwhelm to highly effective work in fast-paced environments.



Audience

Executives at all levels, with sessions tailored to the audience.



Key content

Purpose and choices: Applying work and personal priorities to prioritize information and learning.

Filtering and framing: Techniques to access and select relevant information and build into useful knowledge frameworks.

Attention allocation: Understanding the six attention modes and best practices for scheduling, allocating and enhancing attention.

Nurturing synthesis and insight: Approaches to best complement analytic capabilities with big-picture thinking and high-level synthesis of business issues and opportunities.



Outcomes

A Personal Action Plan for information mastery: Participants develop a clear plan for enhancing their information habits for effectiveness and balance.

Clarity on information priorities: Distilling information choices relative to current work and career progression objectives.

Defined information habits: Individuals define and implement the schedules for information and focused work that maximize effectiveness.

Enhanced strategic thinking: Able to switch between analysis and big-picture synthesis mental modes as appropriate to the situation.



Example

Ross ran a session for the leadership team and direct reports for a major professional services group on the practices for thriving on overload while managing intense client demands.

He guided participants through the process of developing a personal action plan for improved information effectiveness and work performance.

Follow-up small group online sessions consolidated learnings and enabled sharing of lessons learned and useful practices between executives.

LEADERSHIP DEVELOPMENT

Future-Focused Leadership

An engaging session designed for senior leaders to develop the foresight and agility needed to navigate and shape the future. Participants gain a deep understanding of external trends, systems perspectives on their industry, and strategic foresight tools, leading to action plans to drive future success.



Audience

Leaders from high-potential through to top leadership team.



Key content

- Understanding external perspectives:** Analyzing key external trends and forces that impact the organization and its strategy.
- Scenario thinking:** Frames for strategy in uncertain and ambiguous environments.
- Strategic foresight:** Tools and techniques for anticipating change, identifying opportunities, and addressing emerging challenges in a rapidly evolving environment.
- Future focus in action:** The personal enablers of agile leadership and responsiveness to emerging challenges and opportunities.



Outcomes

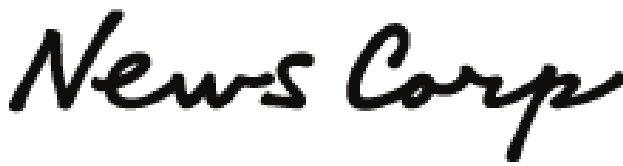
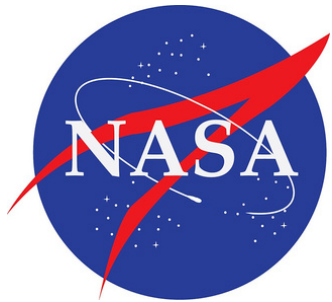
- Broad perspective development:** Leaders gain insights into critical external trends and their implications for the organization.
- Enhanced foresight:** Techniques for anticipating future changes and incorporating them into strategic planning.
- Proactive leadership:** Strategies for leading proactively in times of change, including risk management and opportunity identification.
- Actionable insights:** Participants leave with a personal action plan for implementing future-focused strategies relevant to their roles.



Example

- Ross led the opening half-day of a program in New York for top leaders across a global marketing conglomerate. His session provided the kickoff and framing for the 4-day event, which was themed “Future Opportunity”.
- The session introduced the core concepts used by professional foresight practitioners and explored relevant macro trends and uncertainties.
- Participants were then taken through a scenario planning exercise designed to bring new insights and perspectives to bear on current leadership challenges.

Representative Clients



STAR ALLIANCE



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