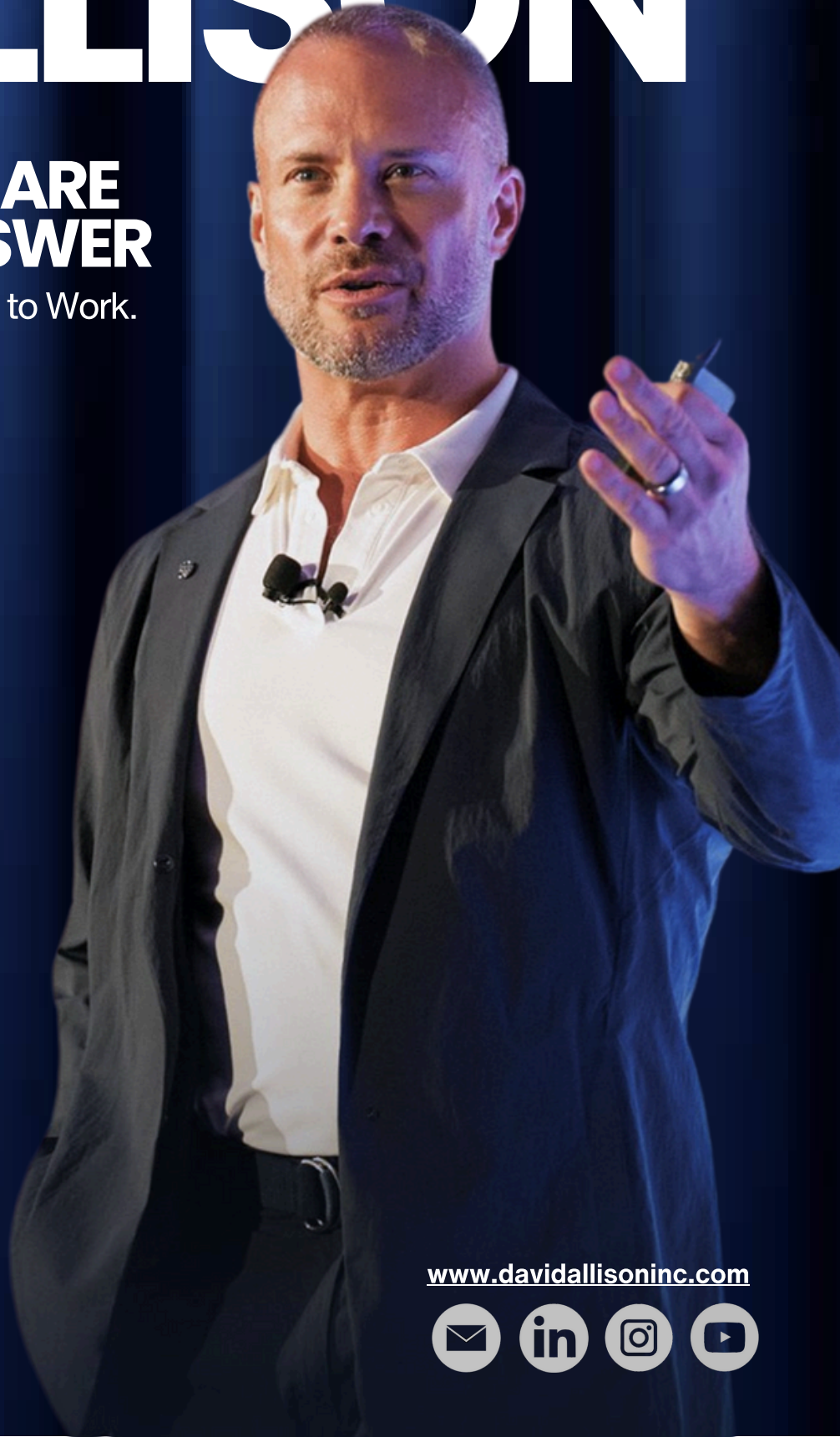


# DAVID ALLISON

**VALUES ARE  
THE ANSWER**

Let's Put Them to Work.



**KEYNOTE OVERVIEW**

HIGHLIGHTS REEL

[www.davidallisoninc.com](http://www.davidallisoninc.com)



# What does David speak about?

There is a thread that connects sales, leadership, people & culture, ESG, DEIB, innovation, 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.

Behavioral scientists have known for decades that people are driven by their values. If you understand what people value, you know how to engage, motivate and inspire them to take action.

That's why David Allison turned values into data, with a million surveys in 152 languages featuring hundreds of millions of data points. Across 180 countries, it's the world's first inventory of the values we all share.



**David Allison**  
Human Values Expert,  
Global Research Company  
CEO, and Founder of the  
Valuegraphics Project



## Values are the answer. And David Allison is the world's leading authority.

We've entered a new era of human understanding - where values are measurable insights that unlock the secrets behind every decision people make. It's no wonder David's research is featured in college textbooks, discussed in Harvard Business Review, INC Magazine, Forbes, and leveraged by organizations like Google, PayPal, lululemon, and the United Nations Foundation.

## David's keynote will transform the way you look at people.

David's dynamic keynotes have been called "riveting" and "fascinating," and the custom insights he brings to each audience have been described as "entirely unique and priceless." He shares his revolutionary and proven method for identifying how to engage, motivate, and influence people. And he explains how to use shared values to transform sales and marketing, people and culture, leadership, innovation, change management, DEIB, ESG, and more.

He will 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.

**Every issue.  
Every opportunity.  
Values Are the Answer.**

# REVIEWS & VIDEOS



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

Cindy Chandler  
Association Executive

**"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

**"The star of our show! Feedback data  
was off the charts!"**

Liz Ptak  
Corporate Events Manager

**"Audiences could listen to him all day!"**

Orrie Berlasso  
Event Planner

**Keynote Highlights Reel**



**Something Very Personal**



**No Matter Who You Are**





# ALL-INCLUSIVE KEYNOTE PACKAGE

**Six value-adds that help you build buzz, and keep the learning alive. All included in the keynote fee.**

- 1 THE VALUEPRINT QUIZ - Making it personal**  
Attendees take a short and fun quiz before your event and immediately see how their values compare to those of people around the world. Then, David's keynote shows them how their values compare with those of the people they want to reach.
- 2 CUSTOM RESEARCH FINDINGS - 100% unique for your event**  
David's keynotes focus on three shared values—the Power Values—that will engage, inspire, and motivate whoever you want to reach. The Power Values are found through a statistically accurate survey crafted just for your event and the hundreds of millions of data points in the Valuegraphics Database, the world's first global inventory of shared human values.
- 3 THE HUMAN VALUES TOOLKIT - The ultimate takeaway**  
Everyone leaves with a practical toolkit that includes the research findings from your custom survey, micro-learning videos, and useful resources. This toolkit will empower them to apply the insights they've gained from David's keynote, making their experience more valuable and actionable.
- 4 PROMOTIONAL VIDEO - to build excitement and #FOMO**  
David will record a video to help you build anticipation for his keynote. Our full-time video editor will ensure it's exciting and creates the necessary buzz! Here is one example.
- 5 POST-EVENT TOWNHALL MEETING - Maintaining the momentum**  
Six to eight weeks after the keynote, David will meet for an hour-long session to answer questions and offer advice about using the keynote learnings. This could be just for a leadership team or for everyone.
- 6 DEEP-DIVE EDITORIAL - One more tool to drive the learnings home**  
After the event, David will send an article he's written based on the research findings and the keynote insights. You can use this for internal publications, thought-leadership posts on social media, or in any other way you like.

# Biography & Media Coverage

David Allison is a human values expert, international speaker, head of a global research firm, and two-time best-selling author.

As the founder of the Valuegraphics Project – a worldwide inventory of human values created from one million surveys in 152 languages – he has transformed 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.

Valuegraphics are now included next to demographics in textbooks used on college campuses around the world, and INC Magazine named his last book one of the top ten leadership books of the year.

His latest book, [The Death of Demographics](#), was hailed by critics as "Convincing, insightful, and...revolutionary."



## RECENT MEDIA COVERAGE

[FORBES MAGAZINE](#) READ MORE

[Does your organization need a Chief Values Officer?](#)

[ICSC MAGAZINE](#) READ MORE

[Predicting What People Will Do](#)

[BIZ BASH PODCAST w/ DAVID ADLER](#) READ MORE

[Understanding Attendees Through Their Values](#)

[DM MAGAZINE](#) READ MORE

[Values-Based Segmentation: An Interview With David Allison](#)

[SMALL BUSINESS NEWS NETWORK](#) READ MORE

[What Are Valuegraphics?](#)

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# Find these popular keynote topics on the following pages

## Future of Work

LEARN MORE

The Superhuman Antidote to AI

## Sales

LEARN MORE

Boosting Sales by Being Human

## Leadership

LEARN MORE

The New Science of Values and Leadership

## Workplace Culture

LEARN MORE

The Blueprint for Belonging

## Employee Engagement

LEARN MORE

Passion & Purpose - Not Ping Pong & Pizza

## Additional Keynote Topics

LEARN MORE





# The Superhuman Antidote to AI

Learn David Allison's revolutionary values-driven approach to help you thrive alongside AI, and the next disruptive tech too.

Businesses don't like risk, and the blend of chaos, emotion, and complexity that we call "the human factor" is one of the biggest risks any business must face. But right now, as incredibly disruptive technologies like AI emerge at a stunning pace, the only antidote is for us to become more incredibly human than ever before. To do that, we need to make "the human factor" less risky. That's what David Allison does in this keynote.

David's team has turned human values into data, creating boardroom-friendly facts and figures to replace subjective conversations. Now we can combine revolutionary new super-machines like AI with a revolutionary new understanding of the humans who use them. It's the combination we need to solve any problem and achieve any goal.

Backed by nearly a million surveys completed in 152 languages, David's transformative keynotes reveal the exact values that drive people with unprecedented detail and clarity. It's no wonder his work is included in college textbooks used worldwide and leveraged by organizations like Google, PayPal, lululemon, and the United Nations Foundation.

As businesses strive to remain relevant in a tech-driven landscape, David Allison's fast-paced and fascinating keynotes serve as a timely reminder that to thrive in the future, we must lean into what makes us quintessentially human. To thrive alongside super-technologies like AI - and whatever comes next - we must be superhuman. Values are the answer. David will show you how to put them to work.

## AI AND THE FUTURE OF WORK INSIGHTS

- Identify Shared Values: Find out how to implement AI and technology solutions that resonate with the intrinsic values of your workforce.
- Reduce Fear of Innovation: Discover how to align organizational strategies with core human values for unprecedented employee engagement.
- Align Values and People: Gain insights into building more cohesive and motivated teams through shared values.

## AUDIENCE TAKEAWAYS

- The specific Power Values that will empower you to engage people and influence outcomes.
- Creative, detailed strategies to immediately put the Power Values to use.
- David's revolutionary Values Thinking Process that turns shared values into actionable tactics.
- The Three Telltale Questions that will identify the shared values of anyone you want to engage and inspire.





# Boosting Sales by Being Human

Drive marketing ROI and explosive sales growth with human values, using data and insights from the world's leading expert.

Consumers today are harder to understand than ever before, behaving in unpredictable ways and failing to fit the mold of traditional demographics like age, income, gender, and education. We have more data and insights than ever, but all that data isn't getting us closer to achieving our goals. But what if we're measuring the wrong things?

For the first time, human values expert, sales keynote speaker and 2x best-selling author David Allison has turned our shared human values into accurate empirical data, conducting nearly a million surveys in 152 languages featuring hundreds of millions of data points. His findings align with a neurological truth: every decision we make, thousands of times of day, is determined by our values. It's no wonder his discoveries are included in college textbooks worldwide and leveraged by organizations like Google, PayPal, lululemon, Five Star School Supplies, and the United Nations Foundation.

The result of David's global research is a proven, science-backed method for identifying the values your audience shares. His must-see keynotes are more than a speech, they are dynamic events that teach you how to use values to drive sales and marketing efforts that really work.

You can engage any audience, deliver any message, and fuel explosive sales growth with the power of shared human values. David's keynote will show you how.

## SALES INSIGHTS

- Better Bonds: Discover how to align sales strategies with customer values for deeper connections and better results
- Identify Drivers: Learn how to identify key values that drive purchasing decisions in diverse customer groups.
- Speak Their Language: Master the art of values-based communication to resonate with customers' core beliefs and needs

## AUDIENCE TAKEAWAYS

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# The Science of Values-Based Leadership

Leverage the next evolution in values-driven leadership with a scientific breakthrough in human values data.

Neurologists have known for years that leading people effectively requires tapping into their core values. But until now, there hasn't been a way to identify, measure, and leverage the specific values shared by teams, or large groups of people.

Human values expert, leadership keynote speaker, and 2x best-selling author David Allison has turned our shared human values into accurate empirical data, conducting nearly a million surveys in 152 languages featuring hundreds of millions of data points. In his fast-paced and dynamic leadership keynotes, he isolates the values that mean the most to your teams, your entire workforce, or even the workforce of your entire industry. Then he shows you how to use values to tackle any issue and meet any goal.

Once you learn the accurate, science-backed, shared values of your people, the transformation begins. You'll see your true self in your work. You'll see where your values intersect with the values of people you need to engage. And you'll find that more effective leadership comes from being more human. As David says: "If we let them, our values will unite us. Because we are all values-driven."

## LEADERSHIP INSIGHTS

- Improve Collaboration: Learn how to leverage shared values for stronger team cohesion and enhanced collaboration.
- Align Corporate Goals with Human Values: Understand how to align organizational goals with employee values for greater engagement.
- Values-Based Conflict Resolution: Find out how to use values to navigate and resolve conflicts effectively.
- Diverse Leadership Styles: Discover how to tailor leadership styles to meet the values of diverse teams.

## AUDIENCE TAKEAWAYS

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- Creative, detailed strategies to immediately put the Power Values to use.
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# EMPLOYEE ENGAGEMENT KEYNOTE

## Passion & Purpose – Not Ping Pong & Pizza

Discover the revolutionary, scientifically proven source of employee engagement, retention, and achievement

It's no secret that employee engagement and retention are in freefall. Companies continue to offer more perks and incentives, yet 85% of employees worldwide aren't engaged at work. Many organizations are at a loss for how to make people do great things and feel satisfied along the way.

Human values expert, employee engagement keynote speaker and 2x best-selling author David Allison has dedicated his career to studying the core values that drive people to become engaged, inspired, and motivated. By conducting nearly a million surveys in 152 languages featuring hundreds of millions of data points, David and his team have turned shared human values into hard data that's readable, meaningful, and actionable. It's no wonder his work is included in college textbooks worldwide and leveraged by organizations like Google, PayPal, lululemon, and the United Nations Foundation.

Guided by David's game-changing research – delivered in an unforgettably dynamic keynote – you'll discover how to go beyond pointless perks to create an engaged workforce incentivized by what they value most. People don't want ping pong tables and free pizza. Give them more of what they value, and you'll unlock their true passion and full potential.

### WHO IS THIS FOR?

- People and Culture Professionals
- Senior strategy-level leadership in any industry
- Pension and Benefits Providers

### AUDIENCE TAKEAWAYS

- The specific Power Values that will empower you to engage people and influence outcomes.
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# WORKPLACE CULTURE KEYNOTE

## The Blueprint for Belonging

Discover how to create a culture of belonging from the world's leading expert on human values.

As a gay man and an Indigenous Canadian, I know the limits of demographics when it comes to inclusion and belonging. Just like everyone else, you can't engage, motivate or inspire me simply by speaking to my demographic labels. That's nothing more than stereotyping, and it doesn't work. You need to understand my values — the things that make me who I am deep inside my heart. So where does that leave organizations who want to cultivate a culture of belonging?

As a human values expert, workplace culture keynote speaker and 2x best-selling author, I've conducted nearly a million surveys on human values in 152 languages featuring hundreds of millions of data points. Along the way, I've identified 912 types of belonging, and this keynote pinpoints which ones - in your situation - will move the needle most. And that's not where it ends. Together we will dive deeper and explore the other values that will unite the people you want to engage, regardless of their demographic differences. Our values bring us together. Our values make us feel like we belong.

In my keynotes I share our proven, data-driven method for building a culture of belonging - for the people you want to engage - by honoring what they value. These are the insights you need to drive inclusion and create real cultural change. Values are the answer, so let's put them to work!

### WORKPLACE CULTURE INSIGHTS

- Build Belonging: Discover how to identify and leverage the shared values of your workforce to foster a sense of belonging.
- Discard Stereotypes: Learn how to create a values-driven workplace culture that transcends demographic stereotypes.
- Unite and Inspire: Understand how to use Valuegraphics to deeply engage and motivate diverse employee groups.

### AUDIENCE TAKEAWAYS

- The specific Power Values that will empower you to engage people and influence outcomes.
- Creative, detailed strategies to immediately put the Power Values to use.
- David's revolutionary Values Thinking Process that turns shared values into actionable tactics.
- The Three Telltale Questions that will identify the shared values of anyone you want to engage and inspire.



**Any issue. Any opportunity.  
Values are the answer.**



## Additional keynote topics:

LGBTQ+

[LEARN MORE](#)

**LGBTQ+ More Than Alphabet Soup**

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

[LEARN MORE](#)

**Avoid the Bud Light Blunder**

DIVERSITY, EQUITY, INCLUSION

[LEARN MORE](#)

**The Next Step: DEI Beyond the Stereotypes**

CUSTOMER EXPERIENCE

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**Cracking the Customer Experience Code**

## Keynotes by industry:

Travel & Hospitality

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Real Estate

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Banking & Finance

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Insurance

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Human Resources/People & Culture

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Retail

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*Values-Driven*

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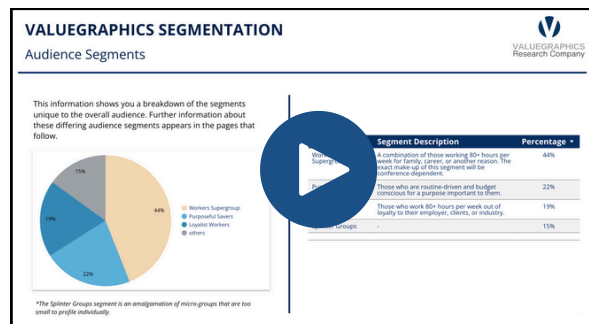




# AFTER THE KEYNOTE

## Engaging opportunities to keep the learning alive.

We want the insights and ideas from David’s keynote to continue transforming the way you look at people long after the keynote is over. Our research for your event can easily fuel a year’s worth of learning and development programming. Here’s an example of how much data we collect for every keynote. **You’ll find this particular sample report useful because it’s about the shared values of event attendees!**



## A custom program for your organization could include:

- WORKSHOPS AND DIGITAL MEETINGS**  
 For different departments, divisions, or specialty areas, we can craft a one-off workshop or a series of events designed to leverage the data, and the enormous power of shared human values.
- LEADERSHIP COACHING**  
 David will meet one-on-one or with a leadership group to brainstorm solutions, implementation plans, and strategies to ensure the keynote research becomes part of your organization’s DNA.
- LEARNING ON DEMAND**  
 We can create courses that show how to use shared-values-data to solve issues and seize opportunities.
- THOUGHT LEADERSHIP ASSETS**  
 Audio, video, interviews, written posts, blogs or articles: the data we’ve collected will continue to yield new and powerful ways to put values to work.

# Best-Selling Books

The new #1 best-seller

## *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.

The Death of Demographics provides a data-driven DIY system for anyone looking to understand who people are and why they do what they do. From social change to employee engagement to consumer behavior, this book shows how values can light the way.

**"Convincing, insightful...revolutionary!"**

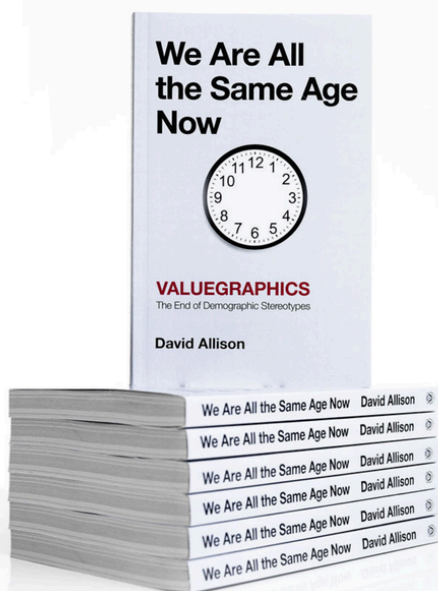
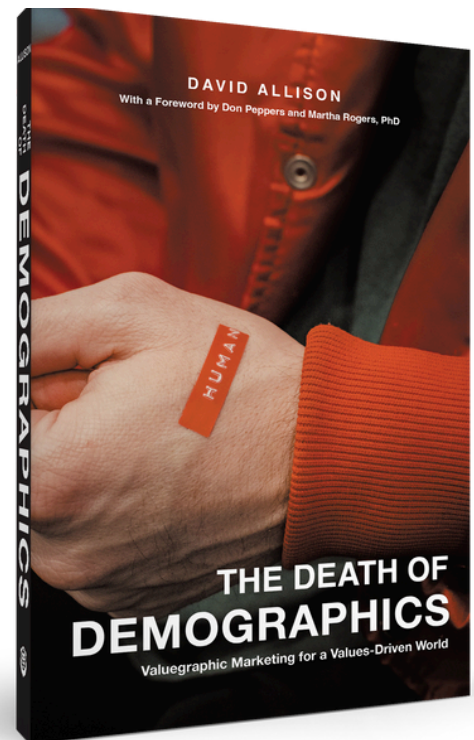
-Kirkus Review of Books

**"It freaks me out that David knows me better than I do."**

-Douglas Coupland, Artist and Author

**"A global game changer."**

-Dorion Carrol, VP Customer Engagement, Amazon



## *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!

**DAVID ALLISON**  
Values-Driven



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