

# KNOW WHAT'S NEXT

**GENERATE MAJOR COMPETITIVE ADVANTAGES FOR YOUR COMPANY**

## **DAN BURRUS** RECENT KEYNOTE SPEECH TITLES

**ACCELERATING GROWTH**

**LEADING WITH STRATEGIC FORESIGHT AND CERTAINTY**

**THE MARKETING ADVANTAGE®:** INTEGRATING NEW AND OLD MEDIA TO ACHIEVE SUPERIOR RESULTS

**ADVANCED MOBILITY AND THE NEW COMMUNICATION AGE**

**ACCELERATING TRANSFORMATION IN HEALTHCARE**

**TECHNOTRENDS®:** THE BIG IDEAS THAT ARE CHANGING EVERYTHING

**TECHNOLOGY-ENABLED INNOVATION:** CREATING AND SUSTAINING COMPETITIVE ADVANTAGE

**SHAPING THE FUTURE OF AGRICULTURE:** FOOD, FEED, AND FUEL

**TRANSFORMING EDUCATION:** USING TECHNOLOGY TO ACCELERATE LEARNING

**FUTUREVIEW®:** A LOOK AHEAD

*ALL PROGRAM TITLES AND DESCRIPTIONS ARE CUSTOMIZED BY DAN BURRUS TO FIT THE NEEDS OF YOUR MEETING OR INDUSTRY.*



Dan Burrus

## **DELIVERED BY ONE OF THE WORLD'S LEADING TECHNOLOGY FORECASTERS AND BUSINESS STRATEGISTS**

- World-famous for his 24 year record of accurately predicting the future of technological change and its direct impact on the business world.
- Named by the New York Times one of America's top three business "gurus."
- A sought-after consultant to Fortune 500 companies including Yahoo!, Toshiba, American Express and Disney.
- Author of six books, including the bestseller Technotrends.
- In 1983, he was the first to accurately identify the 20 technologies that would become the driving force of business and economic change for decades to come.

## CUSTOMIZED FOR YOUR INDUSTRY & AUDIENCE

Dan Burrus has given over 2,300 keynote addresses in the past 24 years and no two have been the same. Every talk he gives is customized to your industry and your organization with content that is always extremely timely, actionable and focused on turning rapid change into competitive advantages. Perhaps that's why a quarter of his clients invite him back to speak again and again.

"A 'must-hear' presentation."

-STEVEN A. BALLMER, CEO, MICROSOFT

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"Thanks for your insight, candor, ideas, inspiration, enthusiasm and sheer presence at our annual conference. You made a real contribution to our program and helped elevate our thinking."

-WENDA HARRIS MILLARD, CHIEF SALES OFFICER, YAHOO!

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"It came as no surprise that you were rated the top speaker in our audience evaluations. Your unique blend of wit and insight awakened all of us to the need to develop the knowledge network necessary to move a 21st Century mindset."

-ROBERT HOWE, VICE PRESIDENT, IBM

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"Thank you for the obvious time and effort you put into customizing your talk to our culture and needs instead of delivering a 'canned' speech. It will be difficult to find a speaker of your caliber next year."

-BARBARA MAUNTLER, DIRECTOR, ST. VINCENT MEDICAL CENTER

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## PARTIAL LIST OF CLIENTS

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3M	Dow Chemical	McGraw Hill	Texaco
American Express	DuPont	MCI	Toshiba
ARCO	Exxon	Merk Pharmaceuticals	US Department of Agriculture
AT&T	General Electric	Microsoft	US Forest Service
BP Global	General Mills	Motorola	Verizon
CIGNA	Honda	Nestle	Wells Fargo
Citibank	HP	Northwestern Mutual Life	Xerox
Compaq	IBM	Philip Morris	Yahoo!
Dell	Land's End	PricewaterhouseCoopers	
Disney	Lexus	Sprint	

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## STRATEGIC CONSULTING SERVICES

Burrus Research also offers customized Competitive Advantage and Marketing Advantage seminars for companies, as well as one-on-one strategic business consultation.

**For more information, please contact your Speakers Bureau.**