

# DAVID ALLISON

KEYNOTE KIT

HIGHLIGHTS REEL



DAVID ALLISON  
*Be Values-Driven*



# We Are All Values-Driven

Human Values Expert, Global Researcher, and Founder of the Valuegraphics Project

It began when David Allison started to notice people behaving in unexpected ways. Senior citizens were rock climbing, and Gen Z was listening to classic rock. Men were going for manicures, and women were driving tanks.

His wealthiest friends shopped at Walmart, and others pinched pennies to buy Prada. With his decades of marketing experience, he saw the signal in the noise: demographics were not an accurate way to understand human behavior anymore. In fact, they were broken.

So in 2015, he set out to build a better way to look at people, and launched the Valuegraphics Project.



His goal was to collect enough data to create a global inventory of core human values. Why measure values? Because behavioral scientists had known all along that our values – not our demographics – drive everything we do. The only thing missing was a way to make values into useful insights.

**At first, he was focused on helping marketers engage and influence consumers. But he quickly realized that the need was much bigger.**

The future of work, the future of leadership, the future of business: people are doubling down on their values, and values are driving what happens next. Values have become the most powerful force on earth.

And now, after 750,000 surveys in 152 languages across all nine regions of the world, we can finally pinpoint the shared human values of any group of people. Which means we can connect with anyone we want to reach, deep inside their hearts, like a trusted friend.

**David speaks about how we can all use the enormous power of shared human values to connect, engage and motivate people.**

**Because we are all values-driven.**

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# All Around the World Values Are the News

- **The Future of Work:** values are driving the debate over working from home, quiet-quitting, and the great resignation.
- **The Future of Leadership:** active listening, empathetic leadership, and emotional intelligence, these soft skills are ways to honor what people value.
- **The Future of Business:** it's not just about profit anymore. As stakeholders demand that organizations be purpose-led, values are mission-critical.
- **The Future of ESG:** Values-washing will be noticed, and fuel an enormous backlash. It must be done right.
- **The Future of Marketing:** No one makes any purchase decision because of their demographics: every decision can be traced back to core human values.

**In fact, we have entered a new economic era. It's no longer the Sharing Economy or the Experience Economy - we have entered the Values Economy.**

David's work has turned human values into data, and created a revolutionary new set of behavioral insights. His mission is to give our shared human values a voice at every boardroom table in the world.



***"This is the future of marketing, CX, UX, employee engagement...this is the future of everything."***

**Peggy Anne Salz**

Senior Contributor, Forbes  
Harvard Business Review





# Speech Topics

*"We have mapped the values of everyone on earth, so I can do two things on stage that weren't possible before. I can pinpoint the shared values of any group of people. And then I can show my audience how to connect with those people, deep inside their hearts, like a trusted friend. **It's a transformational experience. It changes the way people look at themselves, and how they look at other people too.**"*

*People are different today, and this keynote explains the new rules of engagement.*

## Signature Keynote

### HOW TO THRIVE IN A VALUES-DRIVEN WORLD

We've all noticed that people are behaving in unpredictable ways, and in his signature keynote, David tackles this mystery head-on. The key to understanding people today will not be found in their demographics or psychographics, it's all about their values. Our values drive everything we do.

- See the groundbreaking results from 750,000 surveys: the world's first inventory of shared human values.
- Learn how human values can radically transform the way you engage with the people you want to reach.
- Be inspired to change how you look at people, and leave with data-tested tools to ensure you succeed in a values-driven world.



*A custom-research keynote for your event to unleash the power of human values.*

## Custom Keynote

### HOW TO MAKE FAST FRIENDS AT SCALE

David and his research team help organizations like PayPal, lululemon, and the United Nations Foundation understand which human values will connect them to people like a trusted friend. Now, he brings custom data-driven insights to your event, and shows everyone how to change the way they look at people, and make fast friends at scale.

- Discover the motivating values of customers, prospects, investors, members...anyone, anywhere on earth.
- Learn how to reach those people deep inside their hearts, and engage with them like a trusted friend.
- Leave with a toolkit for building values-driven solutions, and strategies to motivate more people more often.



***"We've entered a new economic era. We live in the Values Economy now."***

# Who Am I?

*"I've been described as a human values expert, a global researcher, and a best-selling author. I'm definitely a keynote speaker. Someone once called me a values activist, and suppose that's true too. I know one thing for certain: I'm values-driven. Because we all are. It's what unites us, and makes us human."*

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David's career took off as a copywriter and creative director in advertising agencies. He made campaigns for trucks, hotel rooms, hot dogs, newspaper subscriptions, flights, telephone services, cheese, and lawyers. On the side, he taught marketing courses at the university to pass along what he'd learned so far.

Eventually, he started a branding company where 40 people built campaigns for hotels, condo towers, resort properties, and office towers around the world. Plus, he was VP of marketing at Sotheby's International Real Estate luxury project division.

Even earlier, from childhood right through his graduate year at school, he created campaigns, secured sponsorships, and attracted media attention for everything from beer gardens to bookstores.

All of this helped him see that people were behaving in ways that demographics couldn't define. From his vantage point, the next step was obvious: we needed a better way to understand people. So, in 2015, he launched the Valuegraphics Project, years before the Values Economy emerged in response to the post-COVID world

Today, he helps brands like PayPal, the United Nations Foundation, Lululemon, and Five Star School Supplies change how they look at people. He speaks on stages around the world. His 2018 best-seller *We Are All the Same Age Now* was named one of the ten best leadership books of the year by INC Magazine. His new book *The Death of Demographics* was an instant bestseller, hailed by Kirkus Reviews as "Convincing, insightful and... revolutionary."

He is an avid collector of contemporary art and plans to continue weightlifting until something forces him to stop. He lives in a retrofitted Vancouver office tower complete with a video studio and writes in a heritage cottage up the coast in British Columbia, Canada.



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



# Add-Ons

## Valuegraphics Masterclass

After a keynote, participants will receive more detailed research results, roll up their sleeves and create their own values-driven solutions for the real-world issues they are grappling with each day. These can be delivered live, in a digital format, or as an on-demand online course.

## Thought Leaders Power Panel

Three to five panelists of your choosing get briefed in advance on the values from David's keynote. Then, on stage, he facilitates a lively discussion and teases out insights that resonate deeply with the audience. These are the thought leaders your attendees know and respect, sharing their values-driven ideas. This is a unique way to showcase sponsors!

## The Valueprint Self-Assessment Survey

Attendees complete a values assessment in advance of the event and immediately receive an email with their results. Then, David's keynote shows them how their values compare to each other, and to the people, they want to reach. The #FOMO is enormous: everyone loves to learn more about themselves and the people they interact with every day.

## Special Edition Sessions

What's your idea? Does the board of directors want a Q&A session? Maybe your best sponsors deserve a special session as a way to say thanks for their support? Could you use a casual dinner speech to help the conversation flow? David is flexible, and happy to help!



# Reviews & Videos

DAVID ALLISON  
*Be Values-Driven*



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

Cindy Chandler  
Former Deputy Executive Director  
American Gem Society

***"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

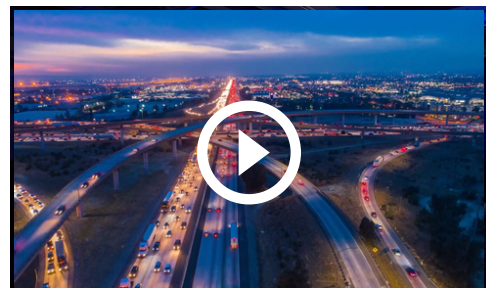
***"I guarantee he will exceed every expectation you have!"***

Nancy Snowden  
Lead Manager, Educational Experiences, MPI

***"I've booked him for several global events. He rocked them all!"***

Tahira Endean  
Society for Incentive Travel Excellence

## Keynote Highlights Reel



## What Are Valuegraphics?



## David's current bestseller: *The Death of Demographics*



# 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.

And while this particular book provides a data-driven DIY system meant for marketers, shifting to values is not a marketing issue it's a human issue. From social change to employee engagement to consumer behavior, this book shows how values can light the way.

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

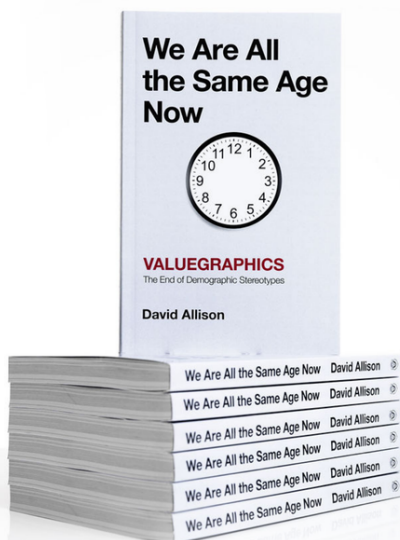
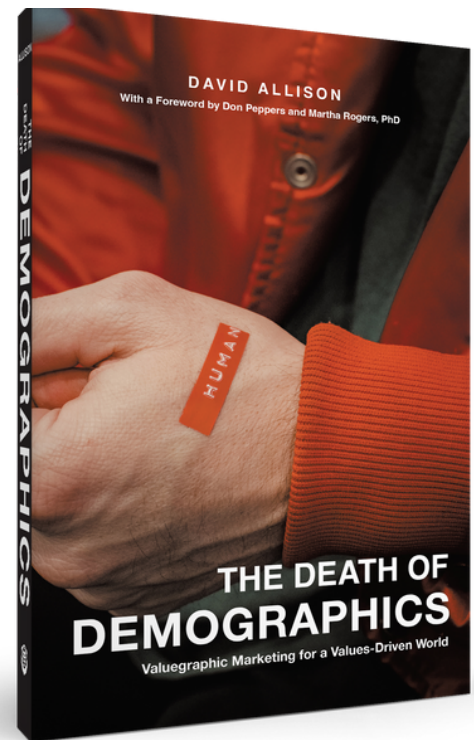
-Kirkus Review of Books

**"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!