



## K D Adamson

Leading female futurist and ecocentrist K D Adamson argues that the most important relationship we have is with the future, and the future has got stuck in the past.

### KEY TOPICS

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- **NOBELISATION - The future of business**
- **Age of Undiscovery**
- **Taking the Red Pill**
- **The Global Syndemic**

### BIOGRAPHY

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#### About K D Adamson

Leading female futurist and ecocentrist K D Adamson argues that the most important relationship we have is with the future, and the future has got stuck in the past. Pinpointing the cherished societal and business certainties set to be dismantled as an accelerating global syndemic distorts our understanding of intrinsic value, she fundamentally reframes the future that could, and should, replace them. An adviser, presenter, keynote speaker, writer & filmmaker, whose performances have been likened to a TED talk on steroids, she is a global authority on the sustainable transformation of business and future value creation and an expert in organisational transformation, ESG, leadership, technology & digitalisation and the blue, green and circular economies. Her stellar client list spans every continent and industry, including major global brands, multinationals, governments, non-profits and NGOs.

#### Keynote Topics

##### **NOBELISATION - The future of business**

The dawning of a new moral age where profit is not the only metric is undermining the foundations of business. ESG, agility, purpose-led business and the blue, green and circular economies will all be crucial. The future is not globalisation but nobleisation, and it demands bold vision inspired by purpose, articulated authentically, executed consistently and translated effectively into sustainable, generative momentum. From rebooting digital transformation to recalibrating value and reimagining competition to redefining innovation, companies must create holistic and dynamic sustainable transformation strategies, which are resistant to prolonged uncertainty and encompass not just technology and digitalisation but also cultural resilience and depth.

##### **Age of Undiscovery**

The future has got stuck in the past, but old certainties are crumbling, and what replaces them won't be determined by technology.

## Taking the Red Pill

Most data isn't new, and it's used to sell us stuff. Covid-19 exposed how little we really know and the opportunity for us to change that.

## The Global Syndemic

A synergy of co-occurring epidemics in economics, health, ecology and technology means our global system is about to stall.

## Invent Horizon

The global economy was a great start-up, but it won't scale, so innovation has to be jettisoned in favour of invention.

## The New Moral Age

Purpose, eligibility, equity and business value are being redefined by zero-tolerance New Crusaders for our New Moral Age.

## The Ashes & The Flame

A new value nexus, causative leadership, ESG and the Great P.I.V.O.T. are about to make legacy business culture and leadership obsolete.

## The F-Word

FREE is a four-letter word abused by the global suggestion economy, destroying our collective understanding of value and values.

## The WHealth Ecosystem

Food, health and finance are market failures unfit for the New Moral Age; Caveat Venditor will create a net-new WHealth ecosystem.

## WHAT PEOPLE SAY

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*"You are a rockstar! What an impact! thank you so much for your inspirational key note, I have never ever got so much great feedback."*

— Annika Elfstrom. Head of Digital Transformation Lab, Stena Group AB

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*"Kate - AKA K D Adamson - was excellent. Her presentation was exactly the right mix of scene setting, innovation and technology future gazing. It went down very well! She was also very easy to work with and by the end of the event I*

*felt she was part of our innovation team. Please do pass on our heartfelt thanks to Kate.”*

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**— Anjuu Trevedi. Head of Regional Business Engagement, Research and Enterprise Division, University of Leicester**

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*“I cannot thank you enough for energizing us with your infectious passion and absolute focus on pushing boundaries with our leaders. Your message was delivered right on point and artfully. Truly world class!”*

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**— Melissa Kee. Group Chief Human Resources Officer, Kuok Group Singapore**