



# Mike Walsh

Futurist, Author & Speaker  
Founder & CEO, Tomorrow

Working at the interface of technology,  
new markets and human development  
to identify a blueprint for the  
organisation of the 21<sup>st</sup> Century

# MIKE WALSH

## *His focus*

### **Mike helps to prepare business leaders for “what’s next”**

Mike Walsh is the CEO of **Tomorrow**, a global consultancy helping to design **companies for the 21st century**. A global nomad, futurist and author of the bestselling book, *The Algorithmic Leader*, he advises some of the world’s biggest organizations on **digital transformation** and **disruptive innovation** in this new **era of machine intelligence**.

Rather than focusing on the distant future, Mike takes **an anthropological approach** - scanning the near horizon for **emerging technologies** and **disruptive shifts in human behavior**, and then translating these into pragmatic **plans for digital transformation**. A prolific writer and commentator, Mike’s views have appeared in a wide range of international publications including BusinessWeek, Forbes and WSJ.

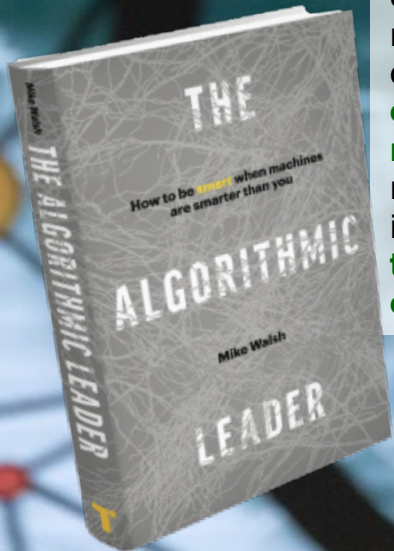
Constantly traveling the world for the best ideas, Mike spends more than 300 days a year on the road **interviewing innovators, entrepreneurs** and **corporate revolutionaries** to provide his clients and audiences with a fresh and **compelling vision of tomorrow’s opportunities**.



*“Everything is changing. How we live, how we work and how we play. But to understand the future you need to focus on anthropology (the study of human beings) not technology. After all, as interesting as it is when things change, the real magic happens when people do.”*

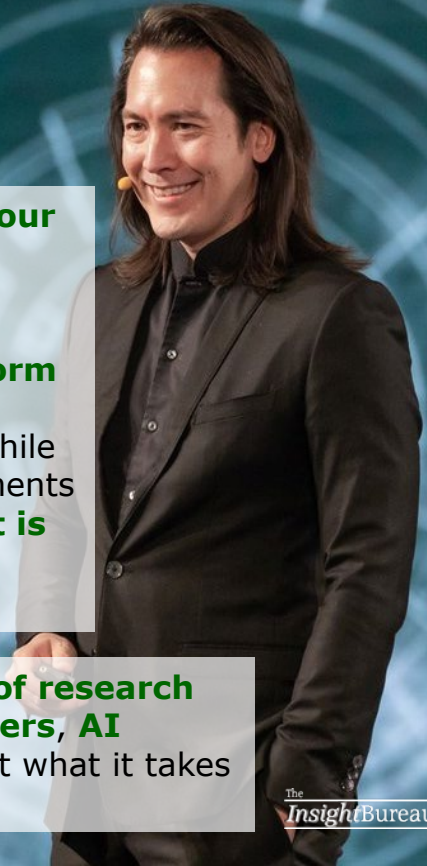
# MIKE WALSH

*The Algorithmic Leader: How to be smart when machines are smarter than you (2019)*



**The greatest threat we face is not robots replacing us, but our reluctance to reinvent ourselves.** We live in an age of wonder: cars that drive themselves, devices that anticipate our needs, and robots capable of everything from advanced manufacturing to complex surgery. **Automation, algorithms, and AI will transform every facet of daily life, but are we prepared for what that means for the future of work, leadership, and creativity?** While many already fear that robots will take their jobs, rapid advancements in machine intelligence raise a far more important question: **what is the true potential of human intelligence in the twenty-first century?**

Futurist and global nomad Mike Walsh has synthesized **years of research and interviews** with some of the **world's top business leaders, AI pioneers** and **data scientists** into a set of 10 principles about what it takes **to succeed in the algorithmic age**



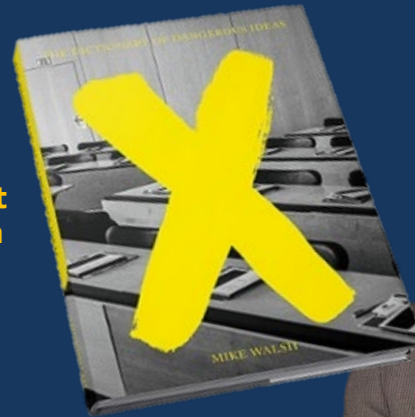
# MIKE WALSH

## *The Dictionary of Dangerous Ideas*

The Dictionary Of Dangerous Ideas **is a collection of the most challenging concepts facing business leaders at the dawn of the 21st century**. At the intersection of emerging technologies and new patterns of human behavior, the ideas in the Dictionary have been chosen for both **their potential to transform the way companies operate**, and **inspire new forms of thinking**.

Global futurist and innovation expert Mike Walsh presents **88 scientific breakthroughs, emerging technologies and disruptive business models** - all with the potential to **shake the foundations of the world we know**.

Each of the ideas are concisely explained in a single page, with references to the latest case studies and research, as well as one of Walsh's characteristic '**Mind Grenade**' questions to prompt further discussion. Fully illustrated with a custom typographic alphabet and original black and white photographs - The Dictionary of Dangerous Ideas is **the essential companion for any leader who wants to understand what it will take to survive and thrive in the near future**.



# MIKE WALSH

*Futuretainment: Yesterday the World Changed, Now It's Your Turn*



Over recent years **seismic changes** have taken place in the structure and direction of the **media and entertainment** industries. Since the launch of the first commercial web browser, to the advent of broadband, digital downloads and online virtual worlds, **patterns of consumer behaviour** have adapted and evolved enormously, embracing new opportunities and having an indelible impact upon the **commercial nature of media**.

Mike Walsh has been at the heart of this **consumer revolution** from its beginning and over the past decade has been helping some of the world's leading companies and brands **embrace new ideas**. The **23 insights** in **Futuretainment** reveal how the rise of the **Internet, mobile devices, social networking, audience networks, user generated content, ubiquitous networks** and the '**adaptive web**', amongst other advances, has affected the worlds of media and entertainment, forever.

# MIKE WALSH

## Speaking Topics

### THE AI GENERATION

***"The next big business shifts will be shaped by the data-driven interactions that your children experience daily."***

Exposed to a childhood of data-driven experiences, the AI generation will interact, transact and communicate in ways you least expect. Will you be ready for them?

- Why machine learning, conversational interfaces, messaging ecosystems, sensors and the Internet of Things will disrupt and transform traditional markets
- How the generation raised by AI will expect products, services and experiences to be personalized for them
- Why now is the time to re-imagine, re-design and re-invent everything you do, before a new data-driven competitor does it for you
- How to leverage the unique skills and mindsets of your next generation of employees, to keep your company ahead of the curve

### THE ALGORITHMIC AGE

***"Marketing in the 21st century will come down to how well you can map and measure the total customer journey to understand what really drives a purchase decision."***

Marketing will be one of the most interesting, but also one of the toughest jobs in the 21st century. The opportunity for marketers is to move beyond traditional forms of media to leverage emotional, contextual and highly personal moments in a consumer's daily life - where their messages will be relevant, reinforcing and directly actionable.

- Why the new marketing stack of adtech, martech and programmatic media buying will change the way we value and leverage customer data
- How AI, data analytics and the Internet of Things will transform real-world behavior into a uniform clickstream
- How to build the marketing team of the future
- Case studies on global brands that have built immersive, omnichannel customer journeys

# MIKE WALSH

## Speaking Topics

### HUMAN-CENTRIC INNOVATION

***"Breakthrough innovation comes not from just inventing something new, but understanding what your customers already do."***

If you want to break the rules in a traditional business, you need to rethink the way you think. Human-centric innovation happens when we learn from how people actually use our products, regardless of what we intended for them to do.

- Lessons from global markets on customer-led innovation
- Design thinking approach and the creation of new products and services
- Unleashing people power, from crowdfunding to crowdsourcing
- Managing your moonshot team by learning to tolerate failure

### RECODE YOUR CULTURE

***"If your company is a platform, then culture is your operating system."***

The world's most innovative companies don't let culture happen by accident, they code their culture for success. Your future depends on creating a fluid network of motivated and capable people, empowered to re-invent the way they do business.

- Why achieving agility starts with hiring agile thinkers
- The secret of scaling up by designing work for small, empowered teams
- Why creating social workspaces is just as important as using social collaboration tools
- How to hack your culture with data

### TRANSFORMATION

***"Technology leaders not only need to drive the upgrade of enterprise infrastructure, but to lead the transformation of the entire organization."***

The pressure for change will only accelerate, as customers and their demands drive the need for continuous disruption and re-invention.

- Creating an agenda for digital transformation that no CEO can afford to ignore
- Leveraging automation, AI and algorithms to streamline the delivery of enterprise services
- Aligning IT and business to deliver continuous innovation for your end customers
- How to apply speed, agility and the new lean IT mindset to your technology teams

# MIKE WALSH

## Speaking Topics

### DATA-DRIVEN LEADERSHIP

***"In the algorithmic age, every leader must be ready to re-invent themselves."***

In an age of algorithms, automation and AI, 21st century leaders need to upgrade their skills and mindsets to not only remain relevant, but to lead the transformation that needs to happen.

- Learning to identify how data creates value in every activity and business
- How to cultivate a management culture of experimentation, observation, risk and feedback loops
- Speaking the language of data, and translating insights into stories that inspire change
- How to augment your team with the tools and insights they need to transform customer experiences

### BUILDING FOR WORLD SCALE

***"There is no longer any such thing as small success. Either you are world-scale from day one, or you will be only around for one day."***

The future is already here, you just need to know where to look. The 21st century company must be global by design. Entering new markets is not just an opportunity for new growth—it's an opportunity to design entirely new ways of working.

- Why the digital ecosystem of tomorrow will be different from the one we use today
- How the virtual global organizations of the future will compete on supply chain, talent mobility and tax structures
- Understanding the emerging market consumers and their impact on your global growth
- Why every company, regardless of size, should globalize at least one part of its operations



# MIKE WALSH

## key facts

Currently ...

- **CEO, Tomorrow Ltd**, an innovation research lab (2006-present)
- Author of ***The Algorithmic Leader*** (2019)
- Author of ***The Dictionary of Dangerous Ideas*** (2015)
- Author of ***Futuretainment*** (2009)
- Professional **Keynote speaker**

Formerly ...

- Group Strategy, **News Limited** (2004-6)
- Managing Director, **Jupiter Research** (2002-3)
- Managing Director, internet.com (1999-2001)
- Analyst, **Ion Global** (1998-9)
- Business Analyst, **Bain International** (1997-8)
- Degree in Commercial Law and Media, University of New South Wales

Flies from **London & Istanbul**

Speaks to audiences around the world, addressing conferences, client forums and management meetings



### Sample speaking topics:

***The Algorithmic Leader*** - a brave new world orchestrated by machines that think, and how tomorrow's leaders can upgrade their capabilities to survive and thrive in an age of accelerating technology.

***Designing your business for the 21st century*** - megatrends shaping the future of business and consumer behaviour, and the lessons learned from successful Fortune 500 companies on leveraging disruptive innovation, adopting a data-driven mindset and leading change through digital transformation.

# MIKE WALSH

what people say

*"Dynamic, highly **relevant** and **stimulating**, with **fresh** and **unique insights**."*

Chairman & CEO, **Grey Group Asia Pacific**

*"Very **insightful** and full of **powerful** content. I really found your "next actions" a very useful tool for turning ideas into a concrete follow up to drive change."*

*David Velazquez, VP Operations of **Mercedes Benz Financial Services***

*"**Great session** Mike, I liked your premise of **customer-focused innovation** and finding out the "one thing" that would make the board spill their coffee."*

Cloud Director, **Cisco Systems**

*"Mike tailors his speech to his audience and is **excellent in delivery** ... he **lives and breathes his field** and has a strong focus on helping organisations achieve the outcomes they need."*

CEO, Centre for The Edge, **Deloitte Australia**



## Useful links for Mike Walsh:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)

thought-provoking • dynamic • future-looking



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Appointed Agency

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