

2024/2025 Speaking Topics

General Approach

Scott is unusually accurate at painting pictures as to how digital evolution will unfold, and how it will impact specific industries. As a co-founder of Future Point of View, a digital strategy advisory firm, he spends many hours each week working with C-suite executives on Digital, and now AI strategies. He is exceptionally good at translating complicated concepts for general audiences and helping them understand how new technology waves can be maximized in their organizations or industries.

AI has exploded on the scene as powerful tool, and important topic of discussion at conferences and events. Scott has an unusual approach of working with meeting planners to design his delivery of ideas concerning what he refers to as Synthetic Intelligence. The reason is this topic is quite broad and there are many facets to cover. Depending on the sophistication level of the audience, they might just want an update on the latest AI news. Or, they might want to better understand AI Philosophy and where it is headed over the next five years. Depending on the participants, they might want to understand how to build a winning AI strategy. For this reason, Scott takes a “blank canvas” approach to design the exact keynote or workshop for his clients.

The four major ingredients of a powerful synthetic intelligence talk today are the following. These can be done as stand-alone topics or can be combined into a recipe that best serves the audience.

AI (Synthetic Intelligence) Topics:

A Market Update on AI: The latest news and identifying winners and losers in your industry

The AI space is evolving at a pace we have never seen with any other technology. In fact, it is virtually impossible for people to stay current on what the new AI tools can do and who the new suppliers are to note. In this keynote Scott not only gets the audience up to speed on the latest status of AI, he also provides resources for them to keep up themselves.

This is a great keynote to mix in thoughts about how AI is impacting the audience’s industry. We are already seeing that synthetic intelligence is impacting workforces, financial results, innovation capabilities and more. That means leaders must be visionary about how their customers and products will change, as well as their internal operation.

Best Audience

All levels of leadership, C-suite, and general audiences

- This is best done as a keynote and can be customized to focus on any specific area of AI technology
- This is a good keynote to be customized to a specific industry so they get visibility into what AI is doing to change their market

AI High Beam and Philosophy: The five year look forward

One of the most unique abilities Scott has with AI discussions is his ability to address really difficult questions such as, what the ultimate impact will be of AI on humanity. Will AI become smarter than the human race? What will “hybrid intelligence” look like and how fast will we have it? Will AI cause more damage to the economy than uplift? For over ten years at Future Point of View, the firm has been on the leading edge of predicting what machine and synthetic intelligence would look like and now the predictions have come true!

The next era of a hybrid human intelligence and synthetic intelligence world will be exciting and very different than what we have ever known. Although many parts of life will still be as they have always been, there will be technology at our disposal that will seem magical. Audiences love seeing a new vision that is rarely delivered in such detail!

Best Audience

C-suite Executives, HR thought leaders, business owners, operational leaders, IT leaders

- This is best done as a keynote that is uplifting and inspiring. A great event opener or closer
- This is a good keynote to be customized to a specific industry so they get visibility into what AI is going to do in the future that might drive changes in their business strategy

Building a Powerful AI Strategy Roadmap: Gaining a two-year lead with a powerful new tool

Now that most organizations are getting past the “gee whiz” stage of AI capabilities, they are moving on to needing to know how to build a powerful AI strategy roadmap. Scott and Future Point of View have designed strategies like these for large and small organizations and government entities like states. If your audience wants a more practical and high value keynote, this is the way to go. Scott delivers a framework for AI strategy that leaders can follow, then goes into more detail on best practices for each state of the AI strategy delivery.

Because of his high level of on the ground experience with building AI strategies, he often has many stories and best practices to share. This is a great keynote to plan for lots of interactivity because Scott often gets a lot of questions from the audience.

Best Audience

This is a leadership level keynote or workshop.

- In this keynote Scott often likes to use QR codes on slides to deliver resources to the audience to help them when they get back to the office
- Meeting planners have a choice of doing this as a keynote or workshop. In the workshop, Scott leads the participants in building out parts of their AI strategy roadmaps in order to get them started with the process.

Managing AI Risks: With great power comes great responsibility!

There is a high level of concern in the market for the risks AI presents. These can include AI tools that are bias or discriminatory, LLM's that provide wrong answers to questions, models that were built on content that was not approved for use, and the addiction to AI tool use causing weaknesses in human capabilities. All these concerns and more, are causing regulatory control to be developed at the state level and possibly the federal level in the future. Many organizations are building AI risk programs into their Enterprise Risk Management and value hearing how this new process is being done at large organizations.

Scott have been helping clients manage AI risk from the moment it became an issue. In this keynote he shares a thought leading list of the AI risks leaders must account for and methods to avoid future issues.

Best Audience

C-Suite Executives, Boards of Directors, Owners, Risk Officers

- This can be done as a keynote or a workshop and can be customized to focus on any specific area of managing AI risk.