



## **Speaker Name**

### ***Presentations***

Every keynote speech David delivers is entirely customized, based on insights from 75,000 Valuegraphics surveys on what your specific target audience really wants, and the messages that will motivate them most.

#### **How to Activate ANY Audience in a Post-Demographic World**

Valuegraphics is the new science of shared values, using big data to detect what your audience really wants, and the messages that will motivate them most. David will explain what the Valuegraphics Database reveals about the audience for your specific product, service, brand or industry. He will give you concrete steps to implement this powerful information, and how to motivate your audience to do what you want them to do. Delegates attending this presentation will learn how to be far more influential at activating the audiences they need to reach - as much as 8 times more effectively than ever before.

#### **Financial | Online and Off: What Motivates Bank Customers the Most?**

Valuegraphics Profiles reveal intriguing differences between online bank customers and those who visit bank branches in person, including motivations that the industry is largely unaware of. How can a bricks & mortar bank attract more profitable customers? How can an online bank win-over traditional clients? Leave this session ready to engage with customers at a whole new level, with deep data insights about what they are looking for, what values you can leverage, and how you can motivate them to choose your products and services more often. As with every speech, David can speak broadly to the Valuegraphics for the industry, or go deep into a particular product, service or brand.

#### **Marketing | This Changes Things: Rethinking Marketing 101**

Thanks to the flattening forces of technology we have entered the post-demographic era: stereotypes based on age, gender, income, marital status and more can no longer be relied onto profile and understand target audience behaviour. This is an enormous shift for anyone involved in any form of consumer engagement, and it's so new that it has yet to be worked into the curriculum in business schools or marketing programs. With deep data from the Valuegraphics Database, attendees will leave this session with eyes-wide-open about the end of demographic stereotypes and how counterproductive they can be. They will also learn how to use shared values to profile the audiences they need to reach with as much as eight times greater effectiveness. After all, what we value determines what we do, so knowing the values your target audience shares means you know how to motivate more people more often. This presentation can also be tailored to include custom information for any product, service, brand or industry.



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## **Human Resources | [Are You the One That I Want? Matching Employer and Employee Values](#)**

Daily, it seems, there are new books launched about what employers want, and new seminars announced about how to attract the best talent. How can there be so much information and so little progress made? We believe it's all about values; because what we value determines what we do, and how we see the world. Employers need to know the values of the job-seekers they are courting, and how to engage with the different Valuegraphics Profiles we've extrapolated from the database of 75,000 surveys. Job-seekers should be armed with the same insights: what do decision-makers value, want, need and expect? What motivates them to make the choices they do? This presentation can be tailored to focus on either side of this match making exercise, but for employers and job-seekers alike, knowing about both sides of the equation would be a significant advantage.

## **Real Estate | [People Will Pay 15% More for a Condo. On One Condition.](#)**

There is deep data in the Valuegraphics Database about condo and apartment towers. We asked survey respondents if they wanted to live in a building with people of their own age, and the answer was an overwhelming no. However, they agreed they'd pay as much as 15% overmarket rates to live a building with people who shared their values. David will profile the values of the audience for your specific development or market area, and explain how to use this information to design and market a building that motivates more people more often.

## **Luxury | [Who is Buying New Luxury and Why?](#)**

Seismic shifts in luxury consumer behavior have given rise to the term New Luxury as a way to talk about what's going on. Valuegraphics reveals what the New Luxury consumer is looking for, and details the values, wants, needs and expectations of three very distinct audience profiles. Understanding these three consumer profiles – extrapolated from 75,000 surveys from Canada and the USA, as well as 20,000 new surveys from Mainland China – will prepare attendees to motivate contemporary luxury consumers. This presentation can include a custom profile for a particular product, service or brand category chosen to suit your attendees.

## **Cannabis | [Mass Market Marijuana: Motivating the Moms](#)**

There is no question that the legalization of Cannabis will create new kinds of consumers. But who are they and how will they make purchase decisions? Valuegraphics Profiles for this new industry reveal different audience profiles, and how to make-over the reputation of a product that is heavy with outdated stereotypes. As the last great new consumer market of our lifetime opens up to capital and competition, what is the low-hanging fruit? What motivates them to buy? Where is the mass market interested in making purchases? What will it take for Mom to buy marijuana at the market? If you are an entrant in this new competitive landscape, this presentation includes the Valuegraphics specific to your offering, and explain how your prospects compare to those of the overall market.



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### **Investing | [Pondering Placement: Why Institutional Investors Choose a Particular Fund or Firm](#)**

Common wisdom and common sense both point to performance as a key metric used by institutional investors to choose one hedge fund or PE firm over another. But in a market flooded with thousands of funds and firms, how does an investor really decide? How can a fund or firm stand out regardless of performance, which can fluctuate wildly and not communicate the entire value proposition? Valuegraphics Profiles provide data about what decision-makers find most motivating about a specific fund or firm, and give that group a competitive edge. If your attendees represent a single set of funds or class of product, David will provide the Valuegraphics Profile specific to your particular audience.

### **Arts & Culture | [Show Up & Send Money: Activating Arts & Culture Donors and Patrons](#)**

Cultural organizations everywhere are wondering where the donors and patrons of tomorrow will come from. The answer isn't to attract millennials or double-down on baby boomers: it's to engage the shared values that motivate people of all demographic descriptions. Valuegraphics provides profiles for individual donors, and for people who attend arts and culture activities. David will explain what motivates each group, what they care about most, how to consider these values in program design, and how to convert patrons into donors and lifetime advocates for the arts. If your event is for a specific organization or discipline, David will include a custom profile appropriate to the situation.

### **Media | [Look and Listen: Broadcast Media and Valuegraphics](#)**

The broadcast media industry isn't over, in fact, far from it. But the old ways of thinking about broadcast audiences must change if this industry is to stay on course. An 18-24 year old demo does not exhibit the similarities it may have in the past, and in fact, the entire demographic system of programming needs to be reimagined for the post-demographic world. Who are the heavy-users? Who are the non-users? What can be done to increase the share of the former and convert the later to at least occasional use? What do they want to hear? Valuegraphics will provide a solid foundation of data on which to set up a new and innovative model for success. If the attendees of this presentation are from a particular region, or a specific broadcast entity, David can include data about the precise values, wants, needs and expectations of a specific audience.

### **Environment | [Green Money: Motivating the Environmentally Conscious Consumer](#)**

One of the top ten most powerful Valuegraphics Profiles represents 17% of the population of Canada and the USA – we call them the Environmental Assembly. The Assembly believe that the environment is the most pressing issue of our day, and agree on all the other metrics in the Valuegraphics Database 82% of the time. This means we know a great deal about their values, what motivates their purchase decisions, and what they want, need and expect from the green products and services they choose to consume. There's a very clear picture in the Valuegraphics Database on what it takes to make a green brand as influential as it can be. For a group who represents a particular product category or even a specific company, David will provide a custom profile that inspires attendees with practical insights to implement immediately.



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### **Human Resources | [Should I Stay or Should I Go? Valuegraphics and Employee Retention](#)**

According to industry sources, the cost of hiring a new employee can be as much as \$5,000, or significantly more for professional positions. That's why it's prudent to invest in keeping the employees you've already got, and why the corporate culture consulting industry is crowded with opinions on how to make your company a place where employees want to stay.

Fortunately, the Valuegraphics Database is a treasure trove of information about the subject of employment and can tell us what will work most effectively, and what's just a passing fad. This presentation covers the top ten most motivating things that 75,000 surveys told us about why people work where they do, with practical recommendations on how to replicate and strengthen those conditions. There are many speakers who talk to this subject based on opinion, few with facts and data. Valuegraphics, however, scientifically creates profiles of the values, wants, needs and expectations of the workforce for an industry or specific organization within it.

### **Agriculture/ Agribusiness | [Telling a New Story: Is Big Food Always Bad?](#)**

As global populations continue to grow exponentially, we will become more reliant on Big Food producers. The Big Food industry has been characterized as a dark force by the mass media, and more and more people are paying attention to these negative stories. It's time for a Big Food industry makeover. What are the wants, needs and expectations people share around food and food production? What are the values behind the supermarket purchase-decisions that get made every day? How do Valuegraphics Profiles segment the population of Canada and the USA into audiences who are motivated by the same messages and meanings? Leave this presentation with a playbook to start winning over the hearts and minds of consumers, and changing the narrative in the marketplace today. Better still, if your attendees are from a specific sub-sector of the industry, or even a particular brand, David will create a custom profile that pinpoints the precise messages and motivations you need to influence more people more often.

### **Consumer Behavior | [New Research: Chinese Consumer Values](#)**

A year after creating the Valuegraphics Database for Canada and the USA, the Valuegraphics team tackled China. With 20,000 surveys analyzed, some startling findings will have a significant impact on how your company creates products, services, brands or messages for this market. When compared to Canadian and American consumers, the values of Chinese consumers are very different. But we expected that. What surprised us was the way values impact consumer decisions, and the influence of various values at various times. This is an entirely new research discovery: if you want to do business with China, this information will give you an enormous competitive edge. And of course, it can be customized to your industry or product, service or brand.



### **Tourism & Hospitality | [Heads in Beds: How Travellers Decide Where to Stay](#)**

The hotel industry is being rocked by change and disruption: from major acquisitions creating global superbrands, to Airbnb making further inroads and eating away at market share. It's a perfect time to step back and have a look at what drives consumers to make the choices they make about accommodation for business or pleasure travel. Why do some people prefer AirBNB over a hotel? What can a hotel offer that the competition can't? What investments in programming, design and marketing will reap the biggest dividends? The Valuegraphics Database contains profiles for several types of accommodation consumers, and what motivates them most. Specific profiles for a particular brand can be arranged, but the overall industry profiles are illuminating for a general industry audience. Attendees will leave this presentation focused on the low-hanging fruit, minds clear of distracting details that don't matter, and ready to create the experiences and messages that will put heads in beds more effectively than before.

### **Financial Services | What Does the Next Generation Expect from Wealth Advisors?**

Inherited or earned, does the next generation have different values, wants, needs and expectations about wealth management compared to the generations that came before? How will wealth advisors need to retool their services and delivery to stay relevant? What do Valuegraphics Profiles for next-generation wealth reveal about the key motivators that advisors and advisory firms will need to embrace? As with every speech David prepares, if your attendees are interested in the Valuegraphics for a particular brand or service, a custom Valuegraphics Profile specific to your audience will be part of the presentation.

### **Healthcare | Death & Dying: the Valuegraphics Profiles of Grief**

We are all going to die, but social taboos keep this final experience shrouded in silence and secrecy. The Valuegraphics Database detected the different profiles of grief, and fascinating insights on how people cope when confronted with the end. Designed for healthcare professionals and general public audiences alike, this presentation shows anyone including doctors, nurses, therapists and practitioners of all kinds how to engage with the different values, wants, needs and expectations of grief. We all have our own unique way of coping with death, but it turns out there are some very large similarities that can make it easier for the rest of us to help. If there is a specific service or profession you'd like to explore in more depth, David will include a Valuegraphics Profile specifically created for your event.

### **Human Resources & Healthcare | What Motivates Healthcare Workers?**

Healthcare workers share key values, wants, needs and expectations about their life that lead them to choose a career as a doctor, nurse, therapist or practitioner. However, Valuegraphics data for healthcare professionals reveals that there are distinct audience profiles that any human resources department at any healthcare institution should be aware of. Leadership within the healthcare sector will also find practical insights from Valuegraphics data to create internal cultures and policies that motivate more people, and understand how teams are making decisions day-to-day. As with every speech David gives, if you would like a custom Valuegraphics Profile for a particular institution or discipline, just ask.



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### **Youth & Campus | Career Tindr: Getting Hired After Grad**

Launching your career after your university days are done is a high-stakes game. Your first job will open a lot of doors, and close a lot of other ones. You need as much data as you can get your hands on to find the perfect match, and make yourself as appealing as possible to the employers you want to swipe right. What do employers value? What do they want, need and expect? How do their personal values influence the hiring decisions they make about candidates? The Valuegraphics Database provides the key profiles you need to understand what motivates hiring decisions. Attendees will leave this session ready to tailor their approach to attract the perfect match. If the attendees for this presentation are from a particular college or field of study, a custom profile can be included that dives deep into the unique data points that will help motivate an industry-specific employer more often.

### **Retail | Meet Me at the Mall: What Values Will Motivate Shoppers Most?**

The Valuegraphics Database yields profiles for people who prefer to shop in a shopping center environment, others who don't like it but feel they have no choice, and still others who will do whatever it takes to avoid the experience. We compare the three categories and see what insights will help the industry move forward with a more motivating proposition. Online retail is chipping away at the market share shopping centers once enjoyed, as are contemporary consumer values, wants and needs. What can be done? Can shopping centers survive?

### **Business | Protests Too Much? The Valuegraphics of Protestors**

From natural resources to city building, from oil & gas to mines and mining, any step forward in economic infrastructure will bring opposition from a vocal and highly skilled group of people who are opposed, sometimes violently so. Even wind and solar power have some people up in arms. Freedom of speech must be protected, but how can an organization turn shouting matches into rational conversation? Profiles of protest from the Valuegraphics Database show how our shared human values can diffuse the anger and encourage collaborative engagement. If you can identify the Valuegraphics Profiles of the protestors you are facing, and understand their underlying values, wants, needs and expectations, you will be better-prepared to make the inevitable interaction more constructive. And of course, if a specific industry or brand is the audience for this presentation, custom data can be extrapolated from the 75,000 surveys in the Valuegraphics database.



## Platform+

### **Customized Valuegraphics Workshop (3-4 hr)**

Valuegraphics is a discovery that will change the way you work, and the way you think about the world. Data from a staggering 75,000 surveys proves that shared values are a far more powerful way to motivate your target audience than the outdated demographic stereotypes still prevalent everywhere today.

After a keynote presentation (3 hour workshop), or as a stand-alone engagement (4hour workshop), David will bring his 25 years of workshop facilitation skills to your organization, and lead your team through a Valuegraphics Workshop specifically designed for the objectives and goals of your company, industry or organization.

His workshops are known for being intense and engaging! Your team will be refreshed, focused on what your stakeholder groups and target audiences really want, and the messages that will motivate them the most. Before the session is over you will have a roadmap in hand to implement powerful Valuegraphics insights and achieve your organizational goals.

There are three tangible outcomes. Valuegraphics guidelines for your organization will multiply the effectiveness of your planning, design and marketing communication efforts as much as eight times over. Valuegraphics profiles will replace guesswork and opinions around the boardroom table with science and data, reducing friction around plans and planning for any project. And Valuegraphics will just make everything work better...you will have the specific information you need to motivate your audience and stakeholder groups more often, by using the values they care about the most.