



**Human + AI: Keynotes • Workshops • AI Sprints**

# **Prof. Bryan Cassady**

AI ENTREPRENEUR • INTERNATIONAL SPEAKER • AUTHOR

**Outcomes First • Systems Next • No Hype**

**Virtual or in-person, Bryan Cassady turns AI hype into real impact through focused, high energy sessions that deliver outcomes teams can measure.**

**“ We are not here to admire AI. We are here to put it to work and leave with one result we can ship this quarter. ”**  
- Bryan Cassady

**40,000+**

Leaders trained

**100+**

Successful sprints

**11**

Companies built  
across EU and US

“**Fresh perspectives, personal stories and insight around AI and how to team up or work with AI.**  
**Oliver Morbach**  
**XponentialEcosystem**



### From AI Hype to Results

Bryan , AI entrepreneur, international speaker, and author turns AI hype into measurable impact with focused, high-energy sessions that deliver outcomes. He pushes organizations to rethink their relationship with AI, shifting from a focus on shiny AI tools to a new mindset: stop using AI as an “oracle” (efficient but rarely effective) and start using it as a “muse” that sparks new directions, challenges assumptions, and amplifies creativity.

By changing the way you think and giving you tools and methods to put these ideas into action. Bryan helps senior leaders to deliver exponential growth and build true Generative Organizations by aligning people, strategy, and AI. He applies proven models — **TRUE NORTH** goal setting and the **SPARKS iteration loop** — field-tested to improve clarity, speed, and quality.

### Workshops to bring ideas to action

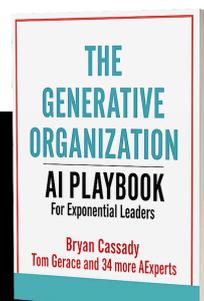
Ideas without action are just ideas. All his talks focus on delivering results and creating sustainable solutions for the future. In addition to powerful keynotes, Bryan offers **powerful follow-up workshops** to drive home how to change the way you work with AI. Achieve in hours what usually takes months!

### Personalized to your Company/Event

Bryan tailors every session to the event’s goals, objectives, and theme. He delivers an inspiring, high energy message across virtual, in person, and hybrid formats. Virtual presentations use a professional broadcast setup with a state of the art camera, broadcast quality microphone, and professional lighting and sound for an “in the room” feel. Onsite, he coordinates audiovisual needs in advance and adapts to room size, stage format, and interaction style.

### Not your Ordinary Speaker

Bryan Cassady is results-focused and on a mission to train 1M innovators by 2027. He’s built companies in **six countries, invested in 20+ startups, and trained 40,000+ leaders.** As professor, entrepreneur, and keynote speaker, he turns innovation from buzzword to outcomes. A former pro racquetball player turned mathematician and UN professional, he has published on innovation, alignment, and social-media addiction. Co-author of the **bestsellers CYCLES and The Generative Organization**, he’s known for making the complex simple, aligning teams, and helping quiet voices land strong pitches.



“**Generative organizations don’t chase hype, they compound small wins into exponential growth.**

- Bryan Cassady

# The Value Bryan Brings to Your Stage

“Bryan gives step-by-step process plus valuable advice on what to do and what not to do.

Larry Cohen

“I really appreciated how practical the talk was. It gave me insights I can immediately put into practice

Giovanni Alonso Alvarado Morales

- **Hype to Impact promise.** Talks focus on measurable outcomes such as pilots shipped this quarter and time saved in core workflows.
- Proven methods. **TRUE NORTH goal setting and SPARKS iteration loop** have been field tested in corporate programs and universities to improve clarity speed and quality of deliverables.
- Practical playbooks. AI augmented sprints **cut five day workshops to about two days** while producing **two to three times more high quality** ideas.
- **Immediate utility.** Attendees leave with templates, prompts and step by step checklists that can be used the same day.
- **International bestselling author.** The Generative Organization with 30 plus co-authors and CYCLES award winning system for better ideas faster. **Get copies for your event participants!!**

## 200+ Organizations

Trained and Inspired by Bryan...



And hundreds of start-ups..

“AI won't replace leaders. But leaders who know how to work with AI will replace those who don't.

- Bryan Cassady

# Bryan's Most Requested Topics

## The Generative Organization: Leading with AI Without Losing the Human

### The Challenge

With 71% of organizations using GenAI but over 80% seeing no EBIT impact, leaders need a playbook for embedding AI into culture and processes.

### The Solution

Bryan shows how to align strategy, people, and AI to build exponential teams and achieve measurable growth.

### Available Formats

- Keynote: Inspiring overview of what it means to lead a generative organization
- 1-Day Workshop: Leaders and teams define a TRUE NORTH, run lightweight experiments, and build momentum
- 2.5-Day Sprint: Leadership aligns strategy, creates use case portfolio, and leaves with tested pilots and adoption metrics

### Signature Moment:

The "Eat THE Babies" Example - Bryan shares the infamous AskDelphi story where AI suggested eating babies "if you're really hungry," connecting this absurd failure to why leaders must set a TRUE NORTH for principled AI decisions.

### Audience Takeaways:

- Set a TRUE NORTH to guide AI choices and trade-offs
- Learn to analyze systems for exponential growth
- Step into your role as storyteller

## AI as Oracle or Muse? Working with AI as a Teammate

### The Challenge

Most companies use AI as an oracle, ask a question, get an answer, move on. It's efficient but rarely effective.

### The Solution

Bryan flips the script, showing how to use AI as a muse that sparks new directions, challenges assumptions, and amplifies creativity.

### Available Formats

- Keynote: An engaging talk on the mindset shift from oracle to muse
- 1-Day Workshop: Teams use the SPARKS model to reframe challenges, brainstorm with AI, and build first-draft solutions
- 2.5-Day Sprint: Cross-functional groups run structured innovation sprints, generating bold ideas, testing with AI, and preparing pilot workflows

### Signature Moment:

Picasso's Muse - Bryan tells how Picasso relied on a muse to reframe his art, then connects it to today's digital muse: AI.

### Audience Takeaways:

- Spot and avoid common AI traps like overconfidence and bias
- Use AI as a creative partner, not just a search engine
- Apply SPARKS to unlock better, bolder ideas
- Harness generative AI to accelerate innovation at scale

## Speaker Reels

Click to watch



**11 companies**  
Built across EU and US

**40,000+**  
Leaders Trained across  
accelerators, corporates, and  
universities

**Bestselling**  
Author of 2 Books

**20+ countries**  
Spoken in



**Don't switch off your brains when AI comes in the room.  
Encourage diversity and future is for those who can execute**

**- Bryan Cassady**

# Go further, from keynotes to results!

From keynote to results. Bryan has built 3 powerful follow-up workshops to take what you have learned in a keynote into real results. These workshops reinforce the key messages and drive home how to change the way you work with AI. They are also an opportunity to network and achieve more than you ever thought possible in hours instead of months.

## 2-Hour Workshop FOCUS

### Purpose:

A focused session that energizes your event and equips participants with quick wins to take back.

### Deliverables:

- Define your TRUE NORTH and align on top priorities.
- Explore a challenge in a 2-hour sprint using AI-supported frameworks

### Includes:

- Pre-event AI4Innovation participant assessment (5 interviews + recommendations)
- Summary of insights and next-step recommendations

## 1.5 day Sprint ACTION

### Purpose:

Move from ideas to tested solutions with focused collaboration.

### Deliverables:

- TRUE NORTH + Building a GPT – Set strategic direction, build role-specific GPTs
- Building Ideas with AI – Apply top frameworks like **SCAMPER** and **TRIZ** to generate and select first ideas.
- Listening, Improving, Leading with AI – Use AI workflows to collect feedback and enhance collaboration

### Includes:

- Pre-event management prep + participant assessment
- 3 remote sprint sessions (kickoff, ideation, wrap-up)
- Build and test 1-2 pilot workflows
- Post-event leadership feedback

## 2.5 day Sprint TRANSFORM

### Purpose:

Deliver lasting change and pilot AI-powered solutions across teams.

### Deliverables:

- TRUE NORTH + Building a GPT – Organizational goal-setting and GPT development
- Building Ideas with AI – Multi-framework ideation with TRIZ, Design Thinking, SCAMPER
- Listening, Improving, Leading with AI – Collect insights, refine communication, optimize workflows
- Pitch for Success – Prepare and deliver compelling pitches in a Shark Tank-style session

### Includes:

- Pre-event: management prep + AI4Innovation participant assessment
- Full 2.5-day sprint with up to 4 teams
- Build and test 2-3 pilot workflows using SPARKS accelerators
- AI4Innovation Toolkit access (356 tools + 23 GPTs for 90 days)
- Customized Generative Organization book with your logo

All of our workshops are supported by our AI toolkit and AI 4 Innovation GPTs. This is a powerful collection of over 300+ tools that ensure fast results.



**Leaders don't need more questions... they need a practical path to results.**

**- Bryan Cassady**

# BEYOND HYPE, INTO IMPACT

**Schedule a session to build momentum beyond the hype. Practical, goal-driven sessions with takeaways that work.**

[t.ly/GenOrg-Events](https://t.ly/GenOrg-Events)  
[bryan@genorg.ai](mailto:bryan@genorg.ai)



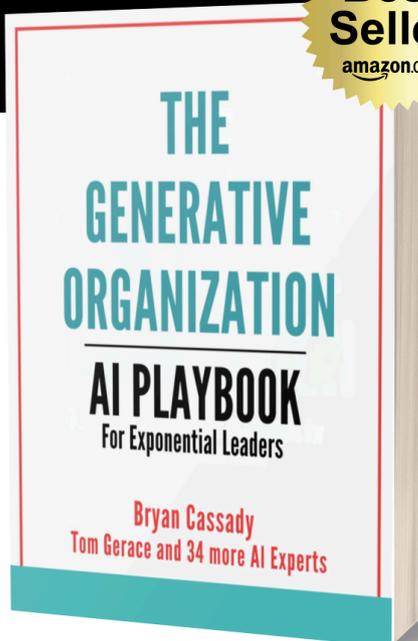
“ Bryan is very oriented in helping the audience. Practical and yet cutting edge.

Jeffrey Dean Lindsay

“ I had many "Wow!" moments as I contemplated the long-run implications for this.

Jed Stillman

Best Seller  
amazon.com



## The Generative Organization

An AI Playbook for Exponential Results

**International Best Seller**

A practical AI playbook for leaders who want real outcomes. Co-authored with global experts, it includes 100 smart prompts, 23 custom GPTs, and a simple framework to turn ideas into results.

**Bulk orders available with your logo and a custom welcome page. Ideal for events, workshops, and team programs. Inquire for details and a sample layout.**