

# PAUL GIBBONS

AUTHOR | SPEAKER

Renowned speaker on Change, Leadership, and Business Ethics

www.paulgibbons.net • paul@paulgibbons.net



## About Paul Gibbons:

Paul's **Science of Organizational Change** has been the best-selling book on science and change since 2015. The book focuses on bringing science and harder-edged thinking to the fluffy worlds of business agility, innovation, change management, and leadership which are dominated by pop psychology and harmful myths.

Paul's **Truth Wars** (2019) helps consumers, business leaders, and citizens make sense of our information overload and corruption of facts by media, politicians, and corporations. In 2017, he was named a top-30 culture thinker by "Top-30 business gurus"; in 2016, he was elected Fellow of the Royal Society of Arts (FRSA); in 2009, he was named one of Europe's two "CEO-supercoaches" by CEO magazine.

After a decade as an investment banking quant, Paul's became PwC's Europe's top strategy, innovation, and change expert. He then founded Europe's award-winning leadership and change boutique, **Future Considerations**. He has been featured in *The Financial Times*, *The Guardian*, and *The Wall Street Journal*.

Paul's Think Bigger Think Better podcast has been voted top-20 in philosophy, and features AI, ed tech, climate change, depression, parenting and much much more.

Paul lives in Colorado, is a Professor at the University of Denver, and spoke recently at Microsoft, KPMG, Google, Kaiser, and Comcast. He has two young sons, and enjoys reading science, philosophy, and competing in esports and in the World Series of Poker.

## Program Information:

### Expert on

- Leading change; culture change
- Debunking management mythology
- Science and reason in leadership decision making
- Business integrity and ethics
- Truth wars, fake news, filter bubbles
- Megatrends and strategy

### Fee Range

\$15,000 to \$25,000

### Paul's Clients:



## **THE ETHICS OF AI, ROBOTICS, DIGITAL PRIVACY, AND CRISPR**

In this 45m conference keynote, Paul highlights the most important ethical issues for today's businesses. He discusses not just abstractly, how we might decide, but also practically – how businesses are tackling these dilemmas.

## **WINNING THE TRUTH WARS**

In our information age, we are deluged with information – yet some of it is corrupted or of very feeble quality. How then can we make decisions when everybody claims their own set of facts, or own “scientists say?” What is the effect of truth wars on democracy? How much do truth wars affect how much we care for and trust one another?

## **IS LEADERSHIP A SCIENCE OR AN ART?**

In this 45-120m seminar/ workshop, we will explode 10 leadership myths that cost effectiveness and engagement, and replace them with 21st century science that yields specific insights on leading change.

You will learn:

- how cognitive biases kill decision-making
- the pitfalls of naive use of analytics
- when to trust your gut, and when to trust a model
- when teams make better decisions than experts, and when not
- the 21st century science of influencing and changing behaviors

## **LEADING IN A VUCA WORLD: FIVE MEGATRENDS THAT WILL TRANSFORM BUSINESS AND LEADERSHIP**

During this 90-minute talk, we visit globalization, and its effect on the world of work (careers, talent), the Internet of Things and Big Data, climate and resource scarcity, urbanization and Smart Cities, and what robotics and AI might mean for your business.

## **WHY CHANGE FAILS (AND HOW TO PREVENT THAT)?**

Based on the best-selling Science of Organizational Change, we first look at the current "expert advice" on change, and how it sets business up for obscene failure rates (50%). The notion of change management is discarded and two better ideas, change agility and change leadership replace it? But how are agile organizations created - what are the implications for people and culture?

## **HOW TO CHANGE YOUR HABITS, AND HOW HABIT CHANGE CAN DRIVE CULTURE CHANGE**

Wouldn't it be nice if our actions always aligned with our highest intentions? Human beings fall afoul of habits, wrestling with unhelpful ones, and struggling to get better ones. Only 4% of heart attack patients change their health behaviors to prevent another!

Fortunately, the 21st century has seen some ground breaking research on habit change - and although research-based, some very practical tools follow from the research.

Lastly, we see that most people talk about culture as a collection of values. That is wrong and unhelpful - when people talk about values they talk about what they espouse, and not what they do... Yet behaviors matter, which brings us back to habits...

Can we create new cultures from new habits? How do we do that?

## **WHY YOUR TRAINING BUDGET IS GETTING FLUSHED DOWN THE DRAIN**

Research on the results that training tells an abysmal story. Some experts reckon that as little as 10% gets transferred back to the job. In a multi-billion-dollar industry, that is a lot of waste.

In this talk, we explore why and specific strategies that make training more than just edutainment - and how real business results can be produced.

## **21ST CENTURY INNOVATION: LESSONS FROM GOOGLE, IBM, INTEL, AND SHELL**

Should we believe the hype? Or, will (as before) all today's revered companies trading at 50 times earnings end up in the corporate salvage yard in a decade?

This talk first looks at the innovation track record of those giants and asks the question whether it is their internal innovation practices, or whether serendipity had a role to play.

Having examined their portfolio, we ask what they do right (and wrong) - and which aspects of that can be emulated.