



## David Birss

Expert on Creativity

*"The world's favourite AI instructor"*

David Birss is a man on a mission. He spent a large chunk of his career as the Creative Director of some of the UK's biggest and best advertising agencies, including OgilvyOne, McCann Worldgroup and Poke. Now he's focused on demystifying creativity to help individuals learn new skills and to help companies use fresh thinking to achieve better results.

### TOPICS:

- Innovation in the Digital Age
- Navigating Disruption and Driving Growth
- Building a Culture of Creativity
- Leadership in Times of Change
- Ethical Considerations in Artificial Intelligence
- The Power of Data
- Digital Transformation

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2022** Friction: Adding Value by Making People Work for It
- 2018** How to Get to Great Ideas: A system for smart, extraordinary thinking
- 2018** Iconic Advantage: Don't Chase the New, Innovate the Old
- 2013** A User Guide to the Creative Mind

### IN DETAIL:

Dave Birss has quickly established himself as the top AI instructor on LinkedIn Learning. His first AI course on the platform has attracted over 100,000 students and receives rave reviews daily. Beyond teaching, Dave advises numerous companies on practical AI implementation, including leading Fortune 500 firms. He will soon launch the Sensible AI Manifesto to provide organizations of all sizes with guidance on incorporating generative AI into their activities in the most effective ways. He is an occasional broadcaster, having written, directed and presented the 6-part TV series "The Day Before Tomorrow" in the UK. Dave also wrote and presented the world's first Virtual Reality history documentary "Secret Spaces."

### WHAT HE OFFERS YOU:

His keynote talks and workshops not only debunk the myths, lies and misunderstandings surrounding creativity and innovation, but also present new methodologies, frameworks and practical exercises. They're focused on helping companies weave creativity into their culture and show them how to apply it to solve real business problems.

### HOW HE PRESENTS:

David's energetic and entertaining talks are packed full of stories, case-studies and practical advice. He always finishes with tangible take-aways and techniques that the audience can start applying to their own situation immediately.