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Keynote Proposal Copy

Modular copy for matching keynote topics to client briefs

How to use this resource

Each keynote has a single core idea and a set of proposal-ready applications. Select the paragraph that best matches the client brief, then tailor the opening sentence to the organisation, audience or event theme. The keynote IP stays consistent; the emphasis changes.

FULL STACK HUMAN Human capability in the age of AI

CTRL + ALT + ADAPT Adaptive intelligence for a world that will not hold still

GROUND TRUTH A field report from the next economy

Positioning through-line

As technology becomes more capable, the advantage shifts to the human capabilities that help us think, judge, adapt, collaborate and act with context.

FULL STACK HUMAN

Human capability in the age of AI

CORE KEYNOTE Full Stack Human explores the capabilities that become more valuable as artificial intelligence makes knowledge and output more abundant. Rather than competing with machines on speed or information, the keynote shows audiences how to strengthen the distinctly human capacities that determine whether technology creates real value: bias literacy, adaptive intelligence, strong opinions lightly held, radical curiosity and context intelligence.

For Leadership

Leadership is getting harder because the environment is moving faster than the assumptions leaders were trained on. Full Stack Human gives leaders a practical framework for making better decisions under uncertainty, adapting without losing direction, staying open without becoming indecisive, and leading people through rapid technological and organisational change. The keynote focuses on the human capabilities that become more valuable as the world gets more complex: judgement, adaptability, curiosity, context and the ability to think clearly when the map keeps changing.

For High Performance

High performance in a fast-changing world is no longer about pushing harder. It is about staying cognitively flexible, focused and effective while the environment keeps shifting. Full Stack Human explores the capabilities that help people perform at their best in conditions of constant change, including adaptability, curiosity, judgement and context intelligence. The result is a more sustainable model of performance built on the ability to learn quickly, respond intelligently and keep moving when the rules change.

For AI & Transformation

The hardest part of AI transformation is rarely the technology. It is whether people can think, learn, adapt and make good decisions fast enough to use it well. Full Stack Human explores the human capabilities that determine whether transformation actually lands, from judgement and bias literacy to adaptability, curiosity and context intelligence. It helps organisations move beyond adoption as a technical exercise and focus on the human side of change: how people work with new tools, question outputs, update assumptions and create value in ways technology alone cannot.

FULL STACK HUMAN

Proposal angles continued

For Resilience

Resilience is no longer simply about bouncing back. In a world of continuous disruption, people need the ability to update, adapt and stay steady while circumstances are still changing. Full Stack Human reframes resilience through cognitive flexibility, judgement, curiosity and strong opinions lightly held. It helps people recognise when old assumptions are no longer serving them, respond to uncertainty with greater clarity and build the capacity to navigate change without becoming rigid or overwhelmed by it.

For Culture & Collaboration

As organisations become more digital, distributed and complex, collaboration becomes less about getting along and more about making good decisions together. Full Stack Human explores the capabilities that strengthen culture under pressure, including curiosity, judgement, perspective-taking, adaptability and context. It helps teams communicate across difference, stay open when opinions collide, reduce rigid thinking and build the collaborative intelligence needed to navigate complexity together.

For Innovation

Innovation does not begin with ideas. It begins with the ability to notice what others miss, question what everyone assumes and connect information in new ways. Full Stack Human gives audiences a practical framework for strengthening curiosity, adaptability, context intelligence and cognitive flexibility so they can think beyond the obvious and respond creatively to change. It is designed for organisations that want innovation to become less about occasional brainstorming and more about how people consistently see, think and act.

CTRL + ALT + ADAPT

Adaptive intelligence for a world that will not hold still

CORE KEYNOTE Ctrl + Alt + Adapt is a keynote about adaptive intelligence: the capacity to stay useful, curious and clear-headed when prediction fails and the environment keeps moving. Drawing on neuroscience, behavioural psychology and the long arc of Future Crunch research, it shows audiences how to update assumptions, learn in motion and build the cognitive flexibility required for uncertainty, complexity and continuous change.

For Leadership

Leaders are being asked to make consequential decisions in environments where the data is incomplete, the assumptions are moving and certainty is often impossible. Ctrl + Alt + Adapt gives leaders a practical model for adaptive intelligence: how to hold direction without becoming rigid, update beliefs without losing credibility, and create enough psychological and strategic flexibility for teams to move when conditions change. It is leadership built for a world where the plan may expire before the strategy does.

For Change & Transformation

Transformation fails when people are asked to execute a new future using an old operating system. Ctrl + Alt + Adapt helps organisations build the human capacity for change itself, not just compliance with a change program. The keynote explores how curiosity, cognitive flexibility, experimentation and strong opinions lightly held help people move through ambiguity, release outdated assumptions and engage with transformation as an ongoing capability rather than a one-off event.

For Resilience

In a world of persistent uncertainty, resilience is less about returning to normal and more about staying effective when normal keeps moving. Ctrl + Alt + Adapt shows audiences how to reduce rigidity, recover faster from surprise and build the mental flexibility to respond rather than react. It reframes resilience as an active capability: staying curious under pressure, updating quickly and continuing to make good decisions when the environment refuses to settle.

CTRL + ALT + ADAPT

Proposal angles continued

For High Performance

The next era of high performance will reward people who can learn faster than conditions change. Ctrl + Alt + Adapt explores how adaptive intelligence supports performance by helping people manage cognitive load, challenge assumptions, stay curious under pressure and shift approach without losing momentum. It is a practical framework for teams expected to deliver at speed while priorities, technologies and market conditions continue to evolve.

For Teams & Culture

Adaptive organisations are built from teams that can challenge ideas without threatening identity, learn from new information and change course without blame. Ctrl + Alt + Adapt helps teams build a culture where curiosity beats defensiveness and updating is treated as a strength. The result is greater openness, faster learning and a more flexible way of working together when complexity makes a single right answer impossible.

For Strategy & Decision-Making

Traditional strategy assumes the future can be modelled with enough accuracy to plan around it. Ctrl + Alt + Adapt starts from a different premise: the quality of the organisation depends not only on the quality of the plan, but on how quickly people can detect change and respond. The keynote helps audiences strengthen judgement, experimentation and cognitive flexibility so strategy becomes a living process rather than a fixed prediction about what happens next.

GROUND TRUTH

A field report from the next economy

CORE KEYNOTE Ground Truth is a field report from the next economy. Rather than another forecast, it tracks where technological, scientific and economic shifts are already crossing thresholds across artificial intelligence, clean energy, biotechnology, automation and advanced manufacturing. The keynote helps leaders separate signal from noise, see where momentum is actually building and hold breakdown and breakthrough at the same time with intelligent optimism.

For Executive Leadership

Senior leaders do not need more future hype. They need a clearer view of what is actually changing, what is moving faster than expected and what deserves attention now. Ground Truth gives executive audiences a high-level field report across the technologies and economic systems reshaping the next decade, helping them distinguish structural change from noise and make better strategic decisions without defaulting to either panic or complacency.

For Strategy & Planning

Planning is difficult when several foundational technologies are moving at once. Ground Truth gives strategy teams a wider lens on the forces already reshaping markets, costs, capabilities and competitive advantage, from AI and automation to energy, biotech and advanced manufacturing. Rather than predicting a single future, the keynote identifies the signals, thresholds and second-order effects leaders should be watching as they test assumptions and build more resilient strategy.

For Innovation & Transformation

The next economy is not waiting to be announced. It is being built now, across technologies that are rapidly becoming cheaper, faster and more capable. Ground Truth helps innovation and transformation audiences see where these shifts are converging, what new possibilities they unlock and why the biggest opportunities often emerge at the intersections between them. It is designed to move teams beyond trend-watching and toward a more grounded understanding of where real momentum is forming.

GROUND TRUTH

Proposal angles continued

For Resilience & Intelligent Optimism

Leaders are operating in a narrative environment dominated by disruption, crisis and decline. Ground Truth does not ignore those realities, but it refuses to confuse breakdown with the whole story. By showing where progress is measurable and where new systems are being built, the keynote gives audiences a more useful form of optimism: one grounded in evidence, capable of holding risk and possibility at the same time, and better suited to making decisions in uncertain conditions.

For Boards & Executive Briefings

Boards need enough visibility across emerging technology to ask better questions without getting lost in technical detail. Ground Truth offers a concise, evidence-led briefing on the major shifts already altering the economic landscape, what is driving them and where the implications may land next. It gives directors and executive teams a shared language for discussing technological change, strategic exposure and opportunity at the level that matters for governance and long-term decision-making.

For Industry & Association Conferences

For audiences spanning different organisations and functions, Ground Truth provides a common map of the forces reshaping the broader operating environment. It connects developments in AI, energy, biotechnology, automation and advanced manufacturing to the bigger economic story, helping delegates understand not just what is changing in their own sector, but what is changing around it. The result is an energising, evidence-led view of the next economy and the opportunities emerging within it.

Using the copy in proposals

Keep the keynote fixed. Tailor the relevance.

1. Match the brief

Choose the application paragraph closest to the client's stated challenge. Do not rename the keynote unless the bureau needs a descriptive subtitle.

2. Personalise the first line

Where useful, replace the opening sentence with language from the client brief so the proposal feels written for their audience rather than pulled from a catalogue.

3. Protect the IP

The framing can shift, but the core intellectual property stays consistent. Full Stack Human remains Full Stack Human; Ctrl + Alt + Adapt remains a keynote on adaptive intelligence; Ground Truth remains a field report from the next economy.

4. Keep the promise specific

Use the client lens to explain why the keynote matters to this audience, then let the keynote description explain what Rebecca will actually deliver.

REBECCA MAKLAD

Technology. Leadership. Human potential.