

TECHNOLOGY DOESN'T  
CARE ABOUT US

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CARE ABOUT US



**SIMON WALLER**  
2025 SERVICES GUIDE

*Simon's message was simple, clear & crisp. He strongly connected with the audience whilst making the session lively & entertaining.*

Chetan Yardi  
VP Marketing Asia Pacific, Opentext

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*Simon did a brilliant job of finding the balance between challenging and reassuring us, enabling us to be comfortable with being uncomfortable – to rise to the task of leadership in times of high uncertainty.*

Angela Savage  
CEO, Public Libraries Victoria





## SIMON IS AN INTERNATIONAL KEYNOTE SPEAKER, AUTHOR AND FUTURIST

Born on the beach and raised on fishing boats, Simon's journey to becoming one of Australia's most sort-after futurists is somewhat unexpected. He hasn't spent his life studying or working in big tech; instead, he is driven by a deep desire to improve the way leaders make decisions.

Simon's brand of 'practical futurism' was shaped through his time working as a corporate futurist for one of the world's largest mining companies. As a founding member of their scenario planning team, his work influenced billion-dollar investment decisions with intergenerational impact. As Simon puts it "In organisations, we can quite literally summon the power to move mountains. It's incredibly important we move the right ones."

Since leaving his corporate role more than a decade ago, Simon has worked with multinational organisations such as John Holland, Genesys and Toyota; industry associations like CPA Australia, The Law Society and Public Libraries Victoria; as well as numerous government agencies, departments and local councils.

Rather than just entertaining audiences with the latest on selfie drones and AI-connected bicycles (yes, they are both real things), his keynotes offer deep insight into how social, technological and environmental changes are reshaping the workplace. He challenges audiences to question the status quo, take advantage of future opportunities, and identify emerging risks.

Along the way Simon has also published three books, the most recent being *The Scenario Planning Guide: How Scenario Planning Can Be Used to Align Thinking, Stimulate Ideas, and Overcome the Inertia of Uncertainty*.

Find out more about Simon [here](#).

# THE SCENARIO PLANNING GUIDE

HOW SCENARIO PLANNING CAN BE USED TO  
ALIGN THINKING, STIMULATE IDEAS AND  
OVERCOME THE INERTIA OF UNCERTAINTY

SIMON WALLER

## THE SCENARIO PLANNING GUIDE

How scenario planning can be used to align thinking, stimulate ideas and overcome the inertia of uncertainty

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More than anything, scenario planning is a process that encourages strategic thinking. It is a methodical approach to developing a range of credible, but diverse futures that allows decision makers to 'pre-think' possible outcomes and identify new strategic ideas and options.

Over the last few years, there has been a significant increase in organisations looking to add scenario planning to their strategy toolkit. This is because the operating environment for many organisations has become increasingly uncertain, and leaders are struggling to understand and plan for where their organisation is heading.

This guide is designed to help both seasoned and aspiring scenario planning practitioners develop a deeper understanding of its purpose and potential. Now more than ever, scenario planning is a powerful and essential tool for organisations looking to navigate an increasingly uncertain future with confidence.

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*[Find out more here.](#)*





# THE DIGITAL CHAMPION

CONNECTING THE DOTS BETWEEN  
PEOPLE, WORK AND TECHNOLOGY

SIMON WALLER

## THE DIGITAL CHAMPION

Connecting the dots between people, work, and technology

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Digital disruption is perhaps the single biggest challenge facing modern organisations. But the challenge is not one of man versus machine. You are not ultimately competing against technology for jobs or market share; you are competing against other organisations who are using technology better than you are. Every disruption we experience in our business, there is an organisation out there disrupting us by using digital technology to improve their processes and their profitability.

*The Digital Champion: Connecting the Dots Between People, Work, and Technology* is for people who want to make a competitive difference in their organisations – people who are passionate in their beliefs about the opportunities that digital technology offers and the need for their organisations to get on board.

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[\*Find out more here.\*](#)

*"Critical reading for anyone who uses technology in business."*

**PETER COOK**

*"Simon's conversational style makes this book easy and enjoyable to read. His case is compelling - understand and use the digital tools available to you or face extinction! Now there's a stark choice..."*

**CORRINE ARMOUR**

*"Simon gently walks us through the case for building digital intelligence, employing a mix of logical arguments, interesting stories, and easy-to-grasp metaphors. His passion for the topic is obvious."*

**ANNELI BLUNDELL**

*"This book is a timely warning about how the modern world is going further and further into the digital realm, and how out of touch many people are to where the future is heading."*

**JOHN GREEN**

*"Excellent for those wishing to use digital at work and don't know how to start."*

**WALTER J. ADAMSON**

## BOOK DETAILS

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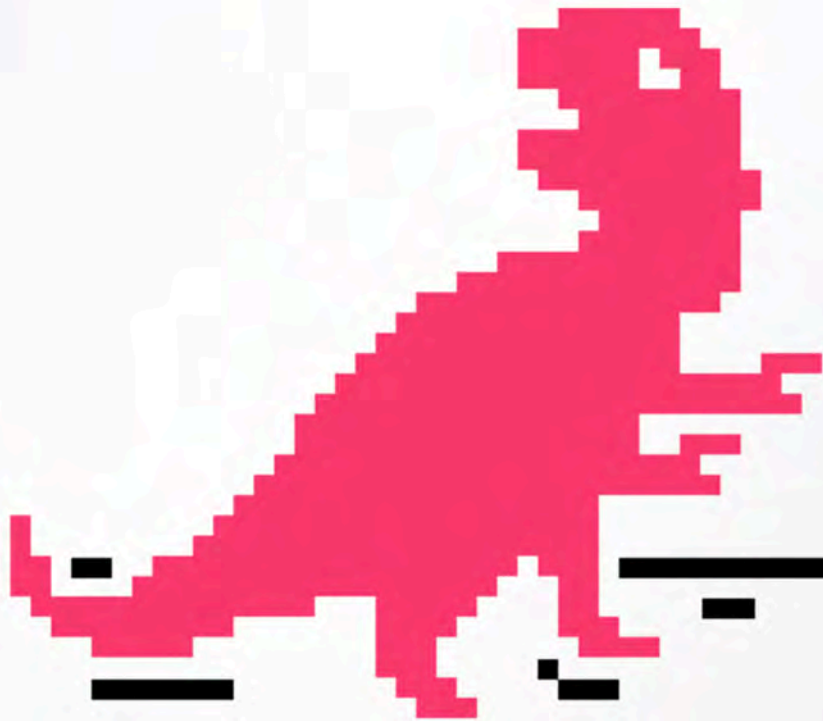
Individual, hand signed copies of *Analogosaurus* are available [simonwaller.live/books](https://simonwaller.live/books).

Bulk orders are available with a generous discount for orders of 24 copies & above.  
Email [simon@simonwaller.com.au](mailto:simon@simonwaller.com.au) for more details.

Don't like pink? For orders of 1,000 books or more, we can work together to create your own unique cover and customised content. Once again, email [simon@simonwaller.com.au](mailto:simon@simonwaller.com.au) if you would like to find out more.

# ANALOGOSAURUS

Avoiding Extinction in a  
World of Digital Business



SIMON WALLER

## ANALOGOSAURUS

Avoiding extinction in a world of digital business

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The single biggest trend shaping the world of business is the dramatic rise of digital technology. No industry and no business is immune from its effects, and over the next 20 years, many jobs will face extinction. So far, many people have been slow to embrace digital technology and adapt to this new world of digital business. In an era of accelerating change, they risk an uncertain future.

*Analogosaurus: Avoiding Extinction in a World of Digital Business* is a book for people struggling with the uncertainty of digital change. It details how technology is impacting people at work, looks at the opportunity digital technology offers to complement human abilities, and provides a practical approach to using digital tools more effectively.

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*[Find out more here.](#)*

*Simon has captivated ADAPT Edge event audiences this year and the experiential soundscape and method of delivery is world class.*

Jim Berry  
CEO, ADAPT



WHAT ARE YOUR  
BIG QUESTIONS?

For millennia, humans have used the power of stories to share knowledge and ideas. Most often, stories were used to pass on lessons from the past, but they are just as powerful for exploring possibilities for the future. More than just his expertise as a futurist, it's Simon's gift for storytelling that sets him apart. He loves nothing more than crafting and sharing stories that challenge our understanding of the present and encourage audiences to think more strategically about the future.

As a keynote speaker, Simon has always been inspired by live music acts and their ability to bring an audience together. To him, live music is about more than just the music - it's about creating a multi-sensory experience that leaves a lasting impact.

In recent years, he has increasingly brought this approach into his keynotes. Using the same cutting-edge video and sound mixing tools as the world's biggest live acts, and adding little moments of joy (like home-baked, AI-designed biscuits), Simon creates immersive and unique experiences that are impossible to replicate in a virtual world.



# KEYNOTE & WORKSHOP TOPICS

DIGITAL  
EDGE



# The Art of Future Thinking

Simon Waller Futurist and Business Advisor

Join the conversation #DigitalEdge

ADAPT



# THE ART OF FUTURE THINKING



# FIND BETTER ANSWERS TO BIG PROBLEMS BY THINKING LIKE A FUTURIST

If being able to see what's coming is the ultimate competitive advantage, then cultivating future thinking skills is essential for every modern organisation. In today's world of increasing uncertainty and rapid change, futurism offers the best defense against reactive thinking, enabling organisations to prosper by anticipating challenges, discovering new opportunities and building adaptive capacity.

In this keynote, Simon Waller unveils the secrets of how futurists are trained to think beyond the present. With nearly two decades of experience as a futurist, Simon shares the proven mindsets, practical tools, and effective techniques that he and other futurists use to develop, explore, and engage others in their visions for the future.

This transformative keynote, also offered as a longer workshop, is ideal for upskilling leaders at board retreats, team offsites, or strategy days, equipping them to navigate the complexities of tomorrow by building the skills they need today.

## WHO IS THIS FOR

Perfect for leadership teams, boards and government. Also suitable for a range of organisational and industry events.

## WHAT DOES IT COVER

#futurethinking #strategy #sharedunderstanding  
#scenarioplanning

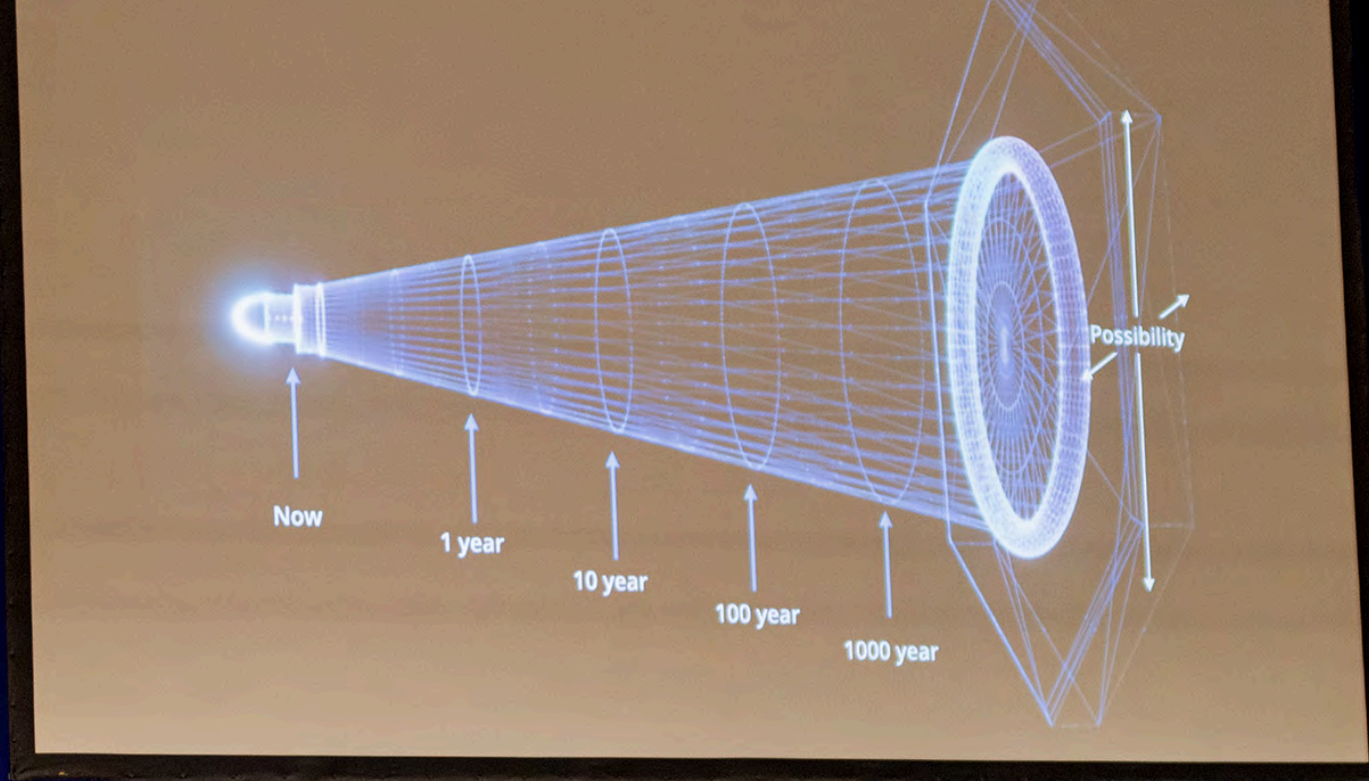
## WHEN IN THE PROGRAM

Best delivered towards the beginning of an event, where it can be used to open minds and inspire thinking. Also, perfect as a stand alone workshop or training event.

## HOW TO SEE MORE

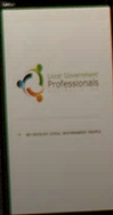
Scan the QR code or click this [link](#) to watch a short introduction.





- Understand
- Produce results
- Beard key notes
- Body mass
- No diagnosis
- Strategic growth
- Sustainable solutions

# THE SCIENCE OF DECISIONS



# HOW SMALL CHANGES CAN DRAMATICALLY IMPROVE OUR ABILITY TO MAKE DECISIONS IN UNCERTAINTY

Making decisions in complex and dynamic environments is challenging. Leaders are often required to work with incomplete information, competing needs and changing expectations. So how can people make sound decisions, prioritise the right work and avoid the trap of 'analysis paralysis' in the face of these challenges?

Much like good science, good decisions are underpinned by a clear and consistent process (and the bigger the stakes the better that process needs to be). In this session Simon shows how a science backed approach to decisions can improve governance, increase transparency, enable effective delegation and build trust within boards, local councils and other decision making groups.

If you want to understand how to overcome the cognitive biases that undermine good decisions, how to openly and fairly prioritise (and de-prioritise) projects and how to stop decision conversations going around in circles, then this session is a brilliant first step.

## WHO IS THIS FOR

Perfect for leadership teams, boards and government decision makers

## WHAT DOES IT COVER

#prioritisation #cognitivebiases #strategy  
#decision-making

## WHEN IN THE PROGRAM

It's hard to think of a bad time to become a better decision maker but this is a great session to run either before lunch or at the end of a program

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to watch a short introduction.



A man in a dark blazer and white shirt stands on a stage, gesturing with his hands. Behind him is a large screen displaying a landscape with a path and a person's legs in a blue and red striped shirt. The text "THIS IS NOT A MISTAKE" is overlaid on the screen in white. In the foreground, the silhouettes of an audience are visible.

THIS IS NOT A MISTAKE

CAN TECHNOLOGY  
**MAKE US MORE HUMAN**

# EXPLORING THE PARADOX OF PROGRESS

From the first rudimentary stone tools to the might of the industrial revolution, we have consistently transcended human limitations through our ability to imagine, create and use new technologies. But these tools didn't just redefine our work; they redefined our desires and our very identity. Now, with the emergence of AI and machine learning, this cycle continues, challenging us to once again reconsider what it means to be human.

For leaders, this has led to a critical challenge: How do we encourage the uptake of these new digital tools and at the same time support our people to succeed in the face of what feels like overwhelming change?

Simon reveals that the progress of technology, while transformative, is not entirely unpredictable. He offers a framework for understanding this ongoing narrative of human-technology interaction, and how we can actively shape its next chapter. He shows that by leveraging technology, we can invest in the uniquely human qualities that will allow us to succeed. This session offers a powerful lens through which to view our past, understand our present, and prepare for our future.

Note: For a truly unique experience ask Simon about his AI designed biscuits.

## WHO IS THIS FOR

Given the breadth of impact we are currently seeing with digital disruption, this keynote has broad appeal across all levels in an organisation and is relevant to many different industry sectors.

## WHAT DOES IT COVER

#technology #futurist #futureofwork #leadership

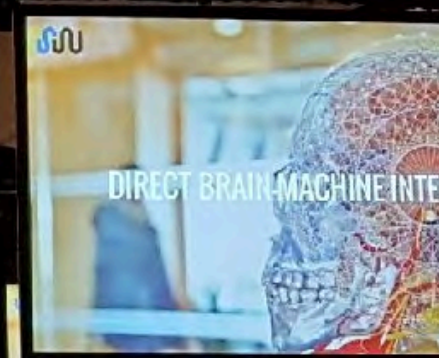
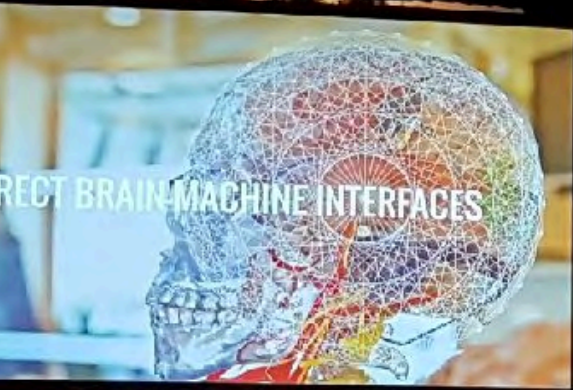
## WHEN IN THE PROGRAM

A great conversation starter that is ideally scheduled just before lunch.

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to watch a short introduction.





WELCOME TO  
**GENERATION AI**



# HOW WILL GENERATIVE AI IMPACT THE FUTURE OF US?

Before we get swept away with the hype (and hyperbole) surrounding generative AI, now is the perfect time to take a pause and reflect.

Although there is clear potential for generative AI tools such as Chat GPT to transform our lives and our work, they bring with them almost as many questions as they have provided answers. This session has been developed to support decision makers and leaders navigate this tricky technology landscape through unbiased and independent insights. Simon directly confronts the key ethical and operational considerations: algorithmic biases, output efficacy, environmental impact, the need for operational shifts and the opportunities for employee upskilling. Emphasising adaptability and strategic agility, he provides actionable strategies for maximising long term value, mitigating short term risks and ensuring AI remains a human-centric tool.

## WHO IS THIS FOR

This is perfectly suited for organisational and industry events.

## WHAT DOES IT COVER

#futureofwork #generativeai #sharedunderstanding  
#technology #humanity

## WHEN IN THE PROGRAM

A perfect way to open an event or as a conversation generator before the lunch break.

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to learn more.





ALL YOUR  
**POSSIBLE FUTURES**



# VIVID FUTURE SCENARIOS FOR BETTER CONVERSATIONS IN THE PRESENT

In a world defined by uncertainty and rapid change, getting everyone on the same page has become increasingly difficult. This workshop uses customised stories of the future to build understanding and shape a shared direction for leaders, staff, and stakeholders.

*All Your Possible Futures* begins with you selecting from a suite of 10-year future scenarios to explore with your audience. Covering topics such as AI agents, remote work, quantum computing, corporate responsibility, stakeholder activism, and cybersecurity. These short, vivid and memorable stories of the future have all been crafted to encourage your audience's critical thinking.

Once you've chosen your scenario, we then work together to design a facilitated session that fosters meaningful conversations, uncovers key motivations, and determines the actions needed to move your organisation forward.

More than just a keynote to inspire, or a workshop to teach, this interactive and immersive experience will enable understanding and shape decisions long after the session is over.

## WHO IS THIS FOR

This is suited for both organisational and industry events. Also suitable for team days and leadership off-sites.

## WHAT DOES IT COVER

#scenarioplanning #strategy #sharedunderstanding  
#strategicoptions

## WHEN IN THE PROGRAM

This is a workshop style session that requires between 90-180 minutes. Ideally scheduled as a morning-long event.

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to learn more.





# NAVIGATING UNCERTAINTY

# CREATING A CULTURE THAT PROSPERS IN UNPREDICTABILITY

Celebrating the 20th anniversary of his one and only Sydney to Hobart yacht race, Simon shares a gripping personal story of how a ragtag crew of amateur sailors won their division against all odds.

Through the use of dynamic visuals and interactive technology, he shares his story of the race culminating in a pivotal moment that tested the crew's leadership, resilience, and resolve. Using this as a foundation Simon shares compelling and nuanced insights into the role of teamwork and leadership for organisations navigating uncertain times. This is not a story of heroic survival, it's a story about how average people doing common sense things can win at the game of life and work.

Blurring the boundaries between keynote and workshop, *Navigating Uncertainty* is a unique participant experience. Seamlessly blending powerful storytelling with actionable insights, this session will help foster a culture that embraces the unpredictable and helps your people find joy and fulfilment on their voyage together.

## WHO IS THIS FOR

This is ideally suited for interactive sessions and round table discussions where the audience can collaborate and share ideas.

## WHAT DOES IT COVER

#leadership #resilience #mindset #purpose

## WHEN IN THE PROGRAM

This is a great workshop to open an event. It helps build acceptance and excitement for change.

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to watch a short introduction.





THE POWER OF  
**BEING STRATEGIC**

# FOR A FOCUSED AND PRODUCTIVE TEAM

Do you find that your team is often scrambling to keep up? What if you could spot challenges and opportunities early, plan a course of action, and align your collective efforts in response?

Strategic awareness is an essential skill for leadership teams and boards, but it's also valuable for anyone with decision-making responsibilities. Yet, the demands of day-to-day work mean we don't spend enough time on strategic thinking. Without this awareness, teams can miss emerging threats and opportunities, finding themselves in a constant cycle of reaction.

*The Power of Being Strategic* workshop allows individuals and teams to lift their gaze, make sense of the bigger picture, and refocus their actions. It teaches the skills futurists use to make sense of the future, and then gets teams working together to identify, understand, and prioritise the trends that are impacting their work.

Whether you're thinking 12 months ahead or mapping out the next 30 years, this workshop equips your team to break free from reactivity and build a collective, future-focused mindset.

## WHO IS THIS FOR

For leadership teams, boards, and decision-makers at all levels shaping or executing strategy.

## WHAT DOES IT COVER

#strategicawareness #professionalgrowth  
#sharedunderstanding #strategicoptions  
#prioritisation

## WHEN IN THE PROGRAM

A ideal way to kick off a new year, this workshop is an excellent addition to annual strategy off-sites, retreats, and planning sessions.

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to watch a short introduction.



More than just a futurist and strategist, Simon is, first and foremost, an educator. He loves the opportunity to dive deeper into content, and many of his keynote topics are offered in a longer-form workshops or masterclasses.

Simon's workshops are designed for participants to explore different aspects of the future - from leadership to organisational culture to strategy and decision making. Workshops can also be customised to suit your audience's specific needs. They can be scaled down for an intimate boardroom session or up for a 200+ person masterclass at a conference or team off-site.

All of Simon's workshops are deeply practical, and your audience will leave with real skills, deep insights, and actionable options to help them shape their future.

# WORKSHOPS & MASTERCLASSES

- Understaffed
- Population growth  
Recruit key roles
- Body image
- Not enough money
- Preparing for growth
- Sustainable Volunteering

Over the last few years, our understanding of what makes a great MC has changed considerably. In the past, an MC was simply the person who introduced speakers by reading their pro forma bio. Now, we expect them to be more akin to a TV show host - who can involve audiences, engage presenters and at the same time, manage the timing and energy of your event.

Although Simon has been speaking professionally for over a decade, it was during the Covid years that he honed his expertise as an event host. Through his online event business, Pirate TV, Simon and his co-founders spent years turning people's in-person conferences into online interactive TV shows. Although in-person events have now returned in full force, the skills he developed in gaining and maintaining people's attention on the small screen are now exactly what modern audiences need.

As a futurist with deep experience in leadership and management Simon is particularly suited to hosting business and industry conferences. His inquisitive nature and breadth of interests mean he is comfortable engaging with even the most experienced leaders and the most technical of content.

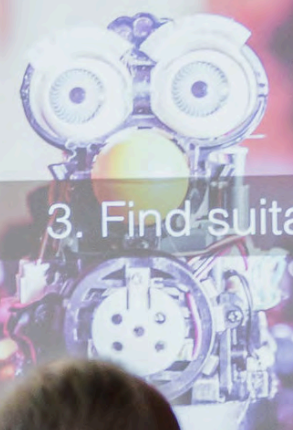
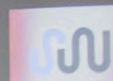




**EVENT HOST & MC**

Organisations looking to create long-term systemic change are acutely aware that an inspiring keynote or a skill-building workshop is unlikely to deliver everything that's required. If you're interested in how you can genuinely shift the strategic thinking and direction within your organisation, Simon can be engaged to undertake longer-term, deeper engagements with your leadership team and employees. In fact, these are the types of engagements Simon relishes most.

Simon is regularly engaged to work with clients to develop future scenarios that aid in strategy development or help guide complex, high-value decisions. He can also be engaged to help organisations reorient towards a more resilient and future-focused culture through his *Futurist-in-Residence* offering.



3. Find suitable

# LONG TERM ENGAGEMENTS



# SCENARIO PLANNING

# FOR MORE INFORMED AND RESILIENT STRATEGIC PLANS

If it sometimes feels like your strategic plan is outdated before it's even been published, or if your organisation's strategy is poorly understood by staff, or if you're struggling to get people to contribute meaningfully to your strategy development, then a well facilitated scenario planning engagement might be exactly what your organisation needs.

Scenario planning is a strategy development process that prioritises stakeholder engagement, collective ownership, and strategic resilience. It is particularly relevant for organisations making long-term investments in uncertain environments that require high-levels of governance.

Simon spent a number of years practising scenario planning and strategy development at some of Australia's biggest organisations. He now applies what he learned to support public sector and for-purpose leaders who want to develop more effective and relevant long-term strategies.

## ENGAGE STAFF

Engage staff and stakeholders in an environmental scan, and then work with members of the leadership team to define a set of diverse future scenarios.

## CHALLENGE THINKING

Use the scenario suite to facilitate conversations with the leadership team to identify emerging strategic risks, opportunities and responses.

## SHAPE STRATEGY

Identify the options that will shape and inform strategic planning and decision making.

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to learn more.





# FUTURIST IN RESIDENCE

# FOR ORGANISATIONS LOOKING TO IMPROVE THEIR FUTURE FOCUS

*The Futurist in Residence* program is for organisations that understand the uncertainty we're experiencing is not a blip. These organisations know there are significant opportunities for those who prepare and support their people over the long term to lead through this new reality.

Designed as a 12-month (or longer) program of training, support, and strategic interventions, the *Futurist in Residence* program is for organisations that understand meaningful and sustained change can't be delivered in a one-hour keynote or a half-day workshop. It requires a level of trust, intimacy, and mutual commitment that only a long term engagement can provide.

Each program is co-created with the client to address their specific needs - scanning for future trends and strategic drivers, developing future forecasts and scenarios, and identifying and testing new strategic options. It involves working closely with leaders and decision makers to upskill their decision making and forecasting abilities and then developing a structured annual cycle of events to build and maintain momentum into the future.

## FUTURE THINKING SKILLS

Future thinking skills workshops are a powerful way to support board members and organisational leaders to make more future focused decisions.

## SCENARIO PLANNING

Over a three month period we work together to develop a set of future scenarios to help address your most compelling strategic challenges

## STRATEGY DEVELOPMENT

Using your future scenarios as a starting point, we work together to identify key strategic priorities and develop a robust strategic plan

## HOW TO SEE MORE

Scan the QR code or click this [link](#) to learn more.



*Simon's presentation was delivered with professionalism and charm. Our audience loved him!*

Sharna Crosbie  
Destination Melbourne





LET'S MAKE IT HAPPEN

# ENQUIRY PROCESS

01

## AVAILABILITY

Email your event details to [hello@simonwaller.com.au](mailto:hello@simonwaller.com.au) or call 1300 66 55 85 for a response within 24 hours.

02

## CONNECT

Discuss your event, audience, and goals with Simon to get a detailed proposal covering speaker fees, marketing, and logistics.

03

## AGREEMENT

If everything aligns, we'll send the client agreement and deposit invoice. Your date is locked in upon receiving cleared payment.

04

## PRE-EVENT

We provide you with marketing material and AV requirements. Simon will also help promote your event through short teaser videos and social content.

05

## POST-EVENT

Simon can provide relevant resources to extend the talk's impact and add value for your audience.

# SOME BRANDS SIMON HAS INSPIRED

JOHN  
HOLLAND



BOQ



PANDORA

Dulux



GENESYS



LGPRO  
THE LEADING VOICE



FREDON



Yarra  
Ranges  
Council



ZOOS  
VICTORIA



City of  
GLEN  
EIRA



# REST AT EASE, I COME RECOMMENDED

*Simon worked collaboratively with us to develop a series of plausible but challenging scenarios tailored to our organisation. His approach ensured that leaders from all parts of the business could see the impacts and opportunities for their teams and the services they deliver.*

*The process was rigorous and enabled us to explore challenging topics and issues in a positive way.*

*The energy that Simon brought to the process was infectious, and the different tools he used to get people to think strategically and understand the process meant that everyone could contribute.*

**LAURA-JO MELLAN**  
Director Planning & Environment Service  
MARIBYRNONG CITY COUNCIL

*Simon's scenario planning workshop was engaging, insightful and incredibly well prepared. The level of professionalism was high, and the quality of the presentation was outstanding.*

*I got the opportunity to be taken outside my comfort zone, to explore future possibilities for the organisation, while still feeling like I had my bearings. It was an insightful and worthwhile process to be involved in and nothing like any other planning workshop I've ever experienced.*

**LETICIA LAING**  
Deputy Mayor  
BASS COAST SHIRE COUNCIL

*Public Libraries Victoria engaged Simon to prepare a Strategic Issues Paper, to inform our strategic planning process. What emerged far exceeded my expectations.*

*Simon did a brilliant job of finding the balance between challenging and reassuring us, enabling us to be comfortable with being uncomfortable – to rise to the task of leadership in times of high uncertainty.*

*The Strategic Issues Paper that Simon produced is an invaluable resource for PLV, bringing us closer to a strategic plan than I had anticipated. I hope to have the opportunity to work with Simon again in the future.*

**ANGELA SAVAGE**  
Chief Executive Office  
PUBLIC LIBRARIES VICTORIA

*I would happily recommend Simon if you are looking for someone who will encourage you to expand your imagination, to get you thinking on another level, to consider new ideas, and to think outside the box.*

*Simon is engaging, interactive, and challenges your way of thinking. He is professional and creative, down-to-earth, and a likeable character who will help you get to where you need to be.*

**ANNEMARIE MCCABE**  
Chair, MY COMMUNITY LIBRARY  
Mayor, BAW BAW SHIRE COUNCIL





**SIMON WALLER**

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