Hart Brown

CEO & Security and Risk Practice Lead,
Future Point of View

in /hartsbrown

Future Forecasting: Mitigating Risk and Increasing Profit in a Chaotic World

In his new book Future Forecasting: Mitigating Risk and Increasing Profit in a Chaotic World, Hart Brown takes readers on a journey of the future over the next 10 years. Hart has extrapolated key insights from his book and developed a unique presentation that pushes audiences into the future so they can anticipate and exploit incoming risk to strengthen their organization's resiliency.

This presentation allows the audience to enter the mind of a futurist. It will expand their understanding of the dynamics of our increasingly interconnected world. This presentation dives deep into the realms of technology, economics, politics, and social trends, enabling leaders to identify potential risks and opportunities on the horizon. By examining historical precedents and analyzing emerging patterns, this presentation equips leaders with the tools to forecast and anticipate disruptive events, even those of an unprecedented magnitude.

Future Forecasting is a call to action for leaders to understand that their decisions today will shape the trajectory of their organizations tomorrow and so that they may achieve not only survivability but also increased profitability.

Best Audience:
This can be customized really to any audience, but it is best suited for: C-Suite Executives, Marketing/Communications, HR, and key stakeholders in high profile organizations.

Customizable Meter (1-10):
Give a 1-10, how can Hart customize? Eight (8) – meaning that 80% of the content will be customized to the industry/event. Hart will meet with the event planners to discuss the customizable features and incorporate into the keynote.

Best Format/Placing in a Conference:
This is an extremely versatile topic. It can be a keynote speech, breakout session, or workshop. It is easy to place this talk into a conference or event because it can basically fall anywhere in the schedule. Depending on the need of the audience, this talk can inspire people to weather difficult concepts of impending change with anecdotes or can include a more hands-on approach, workshop-style presentation.

Notes for the Meeting Planner:
This speech can either be more anecdotal, giving Hart the opportunity to share lessons from some of the noteworthy events that he has been asked to help shepherd organizations and government agencies through, or it can be more hands-on, allowing attendees to engage and create plans for themselves.

Learning Objectives:
- Understand that leadership decisions today will shape the trajectory of their organizations tomorrow.
- Empower leaders to adopt a forward-thinking mindset, fostering an organizational culture that values continuous learning, scenario planning, and the ability to pivot swiftly when necessary.
- Equip leaders with the tools to forecast and anticipate disruptive events, even those of unprecedented magnitude.

"Shape the trajectory of your organization for tomorrow."

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State of HUMALOGY®: How We Interface with Technology

The obligation of leadership to harness the power of technology for efficiency and richer business insights increases every day. In the past several years, artificial intelligence has been gaining greater adoption, new tools have amplified the complexity of digital environments, and risks are growing due to our escalating reliance on these environments. It is required to possess clarity around the direction of technology with an understanding of how these new tools will ultimately benefit organizations and humanity while also understanding the risks they pose.

Each year, we poll thousands of leaders across various industries and organizations to understand the latest trends in technology and their impact on business and humanity. We ask leaders how digital capabilities and tools will offer a competitive advantage and change the way they live and work. This presentation delivers the critical findings of this unique and powerful annual report. The speech highlights findings on digital strategies, artificial intelligence, digital impact on individuals, security and risk, and much more.

Best Audience:
This can be customized really to any audience, but it is best suited for: C-Suite Executives, Marketing/Communications, HR, and key stakeholders in high profile organizations. Takeaways can be different for all levels of organizations that are in attendance.

Customizable Meter (1-10):
Give a 1-10, how can Hart customize? Seven (7) Meaning that the data used for the presentation can be presented relative to the needs of the audience. Whether you choose a Keynote, Breakout Session, or Workshop, the content can be tailored to your event.

Best Format/Placing in a Conference:
This is an extremely versatile topic. It can be a keynote speech, breakout session, or workshop. It is easy to place this talk into a conference or event because it can basically fall anywhere in the schedule and be tailored to how the audience would like to learn from the Humalogy® insights.

Notes for the Meeting Planner:
This speech is highly engaging with audiences able to benchmark their thoughts with data collected from many other executives represented in the HUMALOGY® annual report.

Learning Objectives:
- Understand how new technologies shape industries and how we live and work
- How to think about the future through targeted crowdsourcing and data
- Gain insights on how to stay current on emerging technology so you can most effectively prepare your organization for the future

"Leverage an interconnected ecosystem, know how people are co-working with technology, and shape a more advanced, efficient, and connected future."

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eFutures: The Outlook of Technology and Digital Risks

The pace of technological change is accelerating. Organizations are forced to contend with new generative artificial intelligence tools that are hitting the market seemingly on a weekly basis. Also, web3, including the metaverse, cryptocurrencies and smart contracts, are becoming more developed. There is also a looming threat from quantum computing.

What does all this mean for leaders? How do they navigate new technologies to stay relevant and keep pace with traditional and new competitors while keeping data and intellectual property safe from those who might use these innovative technologies to pilfer it?

Hart Brown, the CEO and Security and Risk Practice Lead at Future Point of View, will lay out some of the digital tools that leaders will be forced to utilize and manage over the next three to five years. He will outline the security threats that will arise because of these technologies and how leaders can best contend with them.

Leaders will gain clarity from this talk on how to best prepare their organizations, team members, and themselves for the novel digital security threats that will arise in the coming years.

Best Audience:
Business-side leaders looking to learn the fundamentals of cybersecurity, technology-side leaders looking further into the future of cybersecurity; it can also be engaging for people of any level of their careers. The talk is different for leaders than when all levels of organizations are in attendance.

Customizable Meter (1-10):
Give a 1-10, how can Hart customize? Nine (9) Meaning that this is almost entirely customizable. Whether you choose a Keynote, Breakout Session, or Workshop, the content can be tailored to your event. It also can be industry specific, or provide a look at best practices across all industries.

Best Format/Placing in a Conference:
This is a very popular subject and can fit into any conference or event. It is a good Keynote, Breakout Session, or hands-on "how-to" Workshop. Also, depending on the need of the audience, this talk can be delivered in several different ways: Practical-who are the bad guys, how are they attacking us, and how can we protect ourselves. Thought-Leading- What is the future of security? How is it affecting your industry?

Notes for the Meeting Planner:
Hart has tremendous experience in the security space and has had many large organizations use him as a keynote, thought leader, and facilitator. He is a renowned expert on digital incident response. Because things are moving so fast in security, this speech is always changing to keep up with new and improved technologies and methods.

Learning Objectives:
- Understand how new technologies are shaping industry and the digital threats that will arise from them
- Learn techniques for protecting organizations and team members from looming digital threats that will arise from artificial intelligence tools, web3, quantum computing, and others
- Gain insights on how to stay current on emerging digital threats and cybersecurity trends so you can best prepare your organization for the future

"Be aware of the newest technological advancements and associated risks with this leap towards the future."

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Lighting Your Path through the Uncertainty of the Future

Crisis is an inevitable part of life and any meaningful journey. Crisis can breed both danger and opportunity. Navigating times of turmoil, uncertainty, and innovation takes finding the right path to be successful.

In this presentation, Hart Brown will share with attendees how they can navigate challenging moments and deflect them away from danger and toward opportunity. Hart takes his experience from helping organizations across the globe endure crises like cybersecurity incidents, natural and physical disasters, terrorism, financial and more. He shares the most important things organizations must do to weather any crisis.

Best Audience:
This can be customized really to any audience, but it is best suited for: C-Suite Executives, Marketing/Communications, HR, and key stakeholders in high profile organizations.

Customizable Meter (1-10):
Give a 1-10, how can Hart customize? Eight (8) – meaning that 80% of the content will be customized to the industry/event. Hart will meet with the event planners to discuss the customizable features and incorporate them into the keynote.

"An uncertain future is not necessarily a bad one. Yes, there will always be circumstances which can create difficulties, but there is also hope and opportunities. This is where forecasting can play an important role."

Best Format/Placing in a Conference:
This is an extremely versatile topic. It can be a keynote speech, breakout session, or workshop. It is easy to place this talk into a conference or event because it can basically fall anywhere in the schedule. Depending on the need of the audience, this talk can inspire people to weather difficult sessions with anecdotes or offering a more hands-on approach, workshop-style presentation.

Notes for the Meeting Planner:
This speech can either be more anecdotal, giving Hart the opportunity to share lessons from some of the noteworthy crises that he has been asked to help shepherd organizations and government agencies through or it can be more hands-on, allowing attendees to walk through a simulated crisis of their own so they can understand how their organization and themselves would react.

Learning Objectives:
- Analyze the ways new technologies will impact the field of cybersecurity
- What is Integrated security? Why is it important?
- What are the current attack vectors, who are the bad guys, and how do you do risk management?
- Evaluate how the Internet of Things remains an enormous threat to our infrastructure
- Identify the increasing danger from organized cybercrime
- Understand what each of our growing digital footprints will mean for our privacy
- Learn steps you can take to protect your devices, and yourself, in an increasingly connected world

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Solving Big Problems in Critical Times

Financial, operational, strategic, and reputational risks can either deter organizations or increase their market share. Managing risk is one of the most important things you can do. All growth comes with risk - all new opportunities as well. There is a risk of failure, but also the risk of enormous success that would not come if one does not take the risk. Risk management is a key component of organizational maturity.

As the Security and Risk Practice Lead at Future Point of View, Hart helps organizations of different sizes and different industries manage risk on a daily basis. He is a Qualified Risk Director (QRD), Certified Organizational Resilience Professional (CORP), and Certified Business Continuity Professional (CBCP). From cybersecurity to business continuity and disaster recovery, to incident response and crisis communication, Hart has helped countless organizations successfully manage risk.

In this presentation, Hart leads attendees on building risk resiliency within their organizations. This includes responding to natural disasters, cybersecurity incidents, physical threats such as active shooters, or market disruptions such as an economic collapse or reputational setback like a major organization or executive controversy. This presentation is designed for leaders to understand how they can make their organizations stronger by managing risk instead of avoiding it or failing to properly respond to it when it does occur.

Best Audience:
This can be customized really to any audience, but it is best suited for: C-Suite Executives, Legal representatives, risk managers, and leaders.

Customizable Meter (1-10):
Give a 1-10, how can Hart customize? Eight (8) – meaning that 80% of the content will be customized to the industry/event. Hart will meet with the event planners to discuss the customizable features and incorporate them into the keynote.

Best Format/Placing in a Conference:
This is a very versatile topic and can be placed anywhere in a conference or an organization's meeting. The speech is particularly effective as a keynote for the opening or closing presentation of an event. This topic is very relevant, and it is on every leader's mind in every industry.

Notes for the Meeting Planner:
This speech is always evolving, and it will include what is going on with risk and resiliency in the world plus weaving in what is going on within industry. How important is managing the pace of change? How is risk evolving, and at what speed? And because of the pace, how is that affecting the industry? What should you, as a leader, be doing about it?

Learning Objectives:
- The major areas of risk that leaders need to be aware of and anticipate
- How leaders can turn risk into opportunity to gain market share
- How to become a resilient organization to manage all different types of adverse situations

"Firms must develop a resilience capacity to respond appropriately to unexpected events, and capitalize on opportunities when possible, to emerge from a crisis stronger than before."

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The Crisis Forecast and the Innovation Revolution

This presentation is about forecasting the future. Hart will look ten years into the future to share what he believes technology will bring in the next decade and how it will alter organizations and industry.

This is a presentation that uses High Beam thinking, a concept Future Point of View has developed to anticipate trends that will transform the way we do business and interact with each other. There is no doubt, considering the accelerating pace of change brought on by digital transformation, that the world we live in now will look dramatically different than the one we will be living in ten years. But what will it look like? As the CEO of Future Point of View, Hart will share how he believes innovation will transform our world, what these changes mean for leaders, and how they can best prepare for coming evolutions.

Best Audience:
This is typically given to Business-side leaders looking to learn how to take the lead on technology with their organization. However, this can easily be customized to any type of audience including: Managers, Executives, C-Suite Leaders, Business Owners, IT, Entrepreneurs, or Associations. The talk is a little different for leaders vs. when all levels of organizations are in attendance.

Customizable Meter (1-10):
Give a 1-10, how can Hart customize? Eight (8) Meaning 80% of the content is customizable to the conference or event. The combination of importance of leadership in Technology, what are some of the trends in the industry (customized to the industry), and are you responding fast enough to emerging and High Beam threats makes this talk easily adapted to any conference or event.

Best Format/Placing in a Conference: This is a another very popular topic of Hart's. It's a very versatile topic and can be placed anywhere in a conference or an organization's meeting. It's great for the opening keynote or closing keynote of an event. This topic is very relevant, and it is on every leader's mind in every industry. This is really not for a breakout session or workshop.

Notes for the Meeting Planner:
This is a talk that is both thought provoking and practical. Hart combines highlighting new trends that people could be aware of and adds several over the horizon trends that are completely new. To this, Hart adds the delivery of practical technology tools, or concepts that can be used as soon the attendees get back to the office.
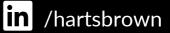
Learning Objectives:
- Develop insight into coming trends, such as machine learning, artificial intelligence, and the singularity, which will disrupt industry in dramatic ways
- Understand threats that will arise in the next decade from innovative technologies and how to best prepare for the response that will be necessary
- Discover ways to create High Beam Thinking in your own organization so that you can be constantly learning about how to prepare for the future and threats before they arise

"Be future-ready, avoid learning from surprise, and utilize crisis driven innovation."

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Surviving the Techno Storms

Technology is a tool. As a tool, it can either be used for the positive or for the negative, both intentionally and unintentionally. It is the role of a leader to ensure that digital tools are being used to create positive growth within an organization and do not negatively harm the organization, even unintentionally. This requires intentionality from leadership to understand the storms that technology can unleash and effectively prepare for these potential storms.

Hart Brown, CEO of Future Point of View and a seasoned cybersecurity and risk management consultant and speaker, will outline the most critical threats facing organizations and leaders and how they should respond to these threats. Hart will discuss how an organization can best prepare for risk, remain resilient through challenges, and respond to incidents when they occur. He will outline the fundamentals for crisis management and communication and the mistakes leaders need to avoid when they face a techno storm so that their organizations can emerge from these storms stronger and more resilient.

Best Audience:
This can be customized really to any type of audience including: Managers, Executives, C-Suite Leaders, Business Owners, IT, Entrepreneurs, or Associations

Customizable Meter (1-10):
Eight (8) – meaning that 80% of the content will be customized to the industry/event. Hart will meet with the event planners to discuss the customizable features and incorporate them into the keynote.

Best Format/Placing in a Conference:
This is a very versatile topic and can be placed anywhere in a conference or an organization's meeting. The speech is particularly effective as a keynote for the opening or closing presentation of an event. This topic is very relevant, and it is on every leader's mind in every industry. Also, it really doesn't work well for a workshop or breakout session.

Notes for the Meeting Planner:
This speech is always evolving, and it will include what is going on with digital transformation in the world plus weaving in what is going on within the industry. How important is the pace of digital change? How fast is the industry going? How fast are your competitors going? And because of the pace, how is that affecting the industry. As a leader, what should you be doing about it?

Learning Objectives:
- What is the influence innovative technologies are having on your industry and what risk is that creating?
- How can you manage your level of risk against your competitors?
- Understand the most fundamental aspects of risk management and incident response
- Learn the critical strategies that you must put in place to avoid falling victim in a disaster