



OPENTEXT  
INNOVATION TOUR 2016  
— ENABLING THE DIGITAL WORLD —



# Simon Waller

2019 Speaker Guide



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Who is  
**Simon Waller**

*“Simon Waller delivered one of the best keynotes I’ve ever seen, and I’ve seen a heap.”*

*- Dr Jason Fox, Bestselling author of [How to Lead a Quest](#)*



Some people talk about the future. Simon chooses to live it. While he doesn't have a robotic assistant or get around in a flying car just yet, he researches trends and emerging technologies, then runs experiments on himself, his business and sometimes his family. Along the way, these experiences have led him to dramatically change the way he operates his business and, more importantly, how he lives his life.

Simon has experimented with virtual organisations, 30 hour weeks, remote work, unlimited leave and flexible teams. He also started running his business completely in the cloud well before it was cool. Most recently, Simon spent three months living and working in a campervan with his family to better understand attitudinal shifts around work-life balance and to see what it's like to be a genuine digital nomad.

Armed with his first-hand experiences, Simon helps others implement the future and successfully navigate the risks, challenges and opportunities it brings. Through his keynotes, Simon shares his personal stories and experiments and inspires people to take a more purposeful approach to their lives and work. For organisations seeking deeper conversations and more hands-on support, Simon offers customised strategic workshops and insanely practical training programs.

Sound interesting? If you want to find out more you can head to

[simonwaller.com.au](https://simonwaller.com.au)

Avoiding Extinction in a  
World of Digital Business

ANALOGOSAURUS



"Can it can!"  
- Dr Jason

"Can a dinosaur  
- Dr Jason

# ANALOGOSAURUS

Avoiding Extinction in a  
World of Digital Business



SIMON WALLER

ANALOGOSAURUS

Avoiding Extinction in a  
World of Digital Business



ANALOGOSAURUS

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## Recommendations for Analogosaurus

“Critical reading for anyone who uses technology in business.”

**Peter Cook**

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

**Walter J. Adamson**

“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**

“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...”

**Corrinne Armour**

“I would say the author's experience is the main reason why I found this book interesting and though it has more than 200 pages I was kind of sad when it came its end because of its themes and accessible style it was written in.”

**Denis Vukosav**

“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**

### Book details

Individual, hand signed copies of Analogosaurus are available from [simonwaller.com.au/analogosaurus](http://simonwaller.com.au/analogosaurus).

Bulk orders are available with a generous discount for orders of 24 copies & above. Email [sunny@simonwaller.com.au](mailto:sunny@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 [sunny@simonwaller.com.au](mailto:sunny@simonwaller.com.au) if you would like to find out more.



THE DIGITAL CHAMPION SIMON WALLER

# THE DIGITAL CHAMPION

BRIDGING THE GAPS BETWEEN  
BUSINESS, WORK, AND TECHNOLOGY

SIMON WALLER

## Recommendations for The Digital Champion

"This book is an absolute imperative if you want your business to stay relevant."

**Dr Jason Fox**

"Many businesses either have the technology but no idea how to leverage it, or have no idea of the technology that they could be leveraging if only they knew! Simon Waller approaches these issues in an innovative, practical and inspired way. The Digital Champion is the book that will help your organisation develop possibly the most valuable role in your team – a Digital Champion."

**Dermot Crowley**

"Simon has written the bible for Digital Champions. Simon is fluent in both IT and business, and teaches Digital Champions how to successfully implement digital projects by building a bridge between both (and bringing along users and vendors for the ride).

This is an imminently readable book that teaches how to select, validate and execute digital projects that matter. Essential reading for anyone who wants to don the cape of a digital champion and successfully implement meaningful digital projects."

**Peter Cook**

"This book shows why organisations have been doing technology all wrong. The digital champions approach and the use of stories is exactly what we need to engage people in the next wave of digital opportunities."

**Patricia McMillan**

### Book details

Individual, hand signed copies of The Digital Champion are available from [simonwaller.com.au/the-digital-champion](https://simonwaller.com.au/the-digital-champion).

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

Want to make a collectable version? For orders of 1,000 books or more we can work together to create your own unique cover and customised content. Once again email [sunny@simonwaller.com.au](mailto:sunny@simonwaller.com.au) if you would like to find out more.

# DIGITAL EDGE

ADAPT



Remember to enable Bluetooth and push notifications for any itinerary changes

Now

**Why the IT Department Model Should Change**

Simon Waller  
Digital Champion, Author and Advisor



## CO-LOCATION OR SEPARATION?



RIS O'E

**Keynotes & Events**

## A Technology Speaker. For Humans.

Through direct engagement with participants, peer to peer interaction and the transformative effects of shared human experience, Simon creates moments that are impossible to recreate in a virtual world.

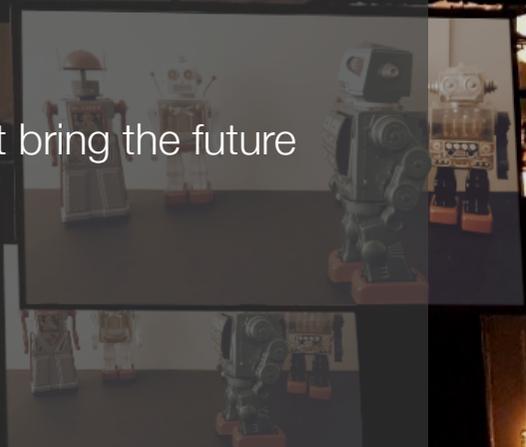
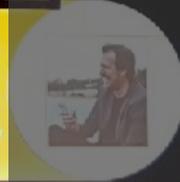
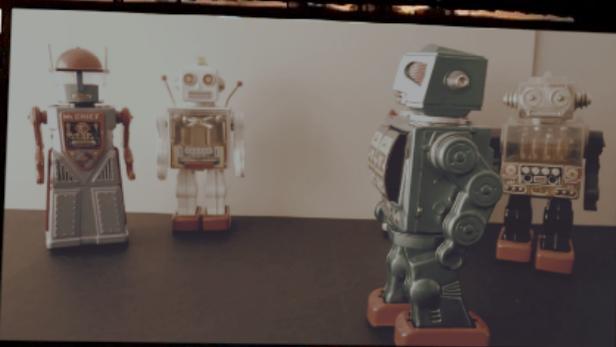
His fresh, insightful keynotes reflect the same philosophy of continual experimentation and improvement that he brings to the rest of his life. Inspired by live music performances, Simon uses cutting edge video and sound mixing software to deliver an immersive visual and audio experience that reinforces what makes live events unique.

Simon's unique combination of storytelling, creativity and content will engage your audience and encourage them to see the future as not something that will happen to them tomorrow, but something they can act on today.

# Keynote #1

## All the Possible Futures

Interactive scenarios that bring the future into the present



## Keynote #1: All the Possible Futures

Understanding the future is the ultimate competitive advantage. Defining strategies and making decisions becomes a whole lot easier if you already know where the future is taking us.

So, how can we possibly know the future?

A distinct lack of hoverboards and robotic assistants reminds us that the future is not entirely predictable. But our inability to accurately predict the *exact* future doesn't stop us from defining the *possible* futures we will face.

Using scenario planning, the approach made famous by Royal Dutch Shell, Simon investigates the drivers of change in your operating environment and develops vivid, memorable stories of your organisation's possible futures.

These stories are delivered through an interactive and immersive experience that leaves participants with rich memories of the future that will shape decisions and create impact long after your event is over.

### What it covers

#scenarioplanning #strategy #innovation  
#futureofwork

### Audience

This is ideally suited for large organisations and industry events

### Timing (when in the program)

This keynote requires a significant investment of time and should ideally be scheduled as an all of morning event.

## Keynote #2

# Can Technology Make Us More Human?

When you want to set the scene for something big



## Keynote #2:

# Can Technology Make Us More Human?

We are constantly being blindsided by technology. Activities that were previously considered the sole domain of humans such as driving vehicles and helping diagnose cancer are now being done (often more successfully) by machines. As the rate of technology-driven change continues to increase, a very legitimate question arises: what type of work will be left for us?

It turns out that the progress of technology is more predictable than we think and there are actions that we can take to improve our long-term relevance. Beyond that, we can also find ways to use technology to free our time from mundane tasks and invest in the uniquely human qualities that enrich our lives.

### What it covers

#technology #futurist #futureofwork  
#leadership

### Audience

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.

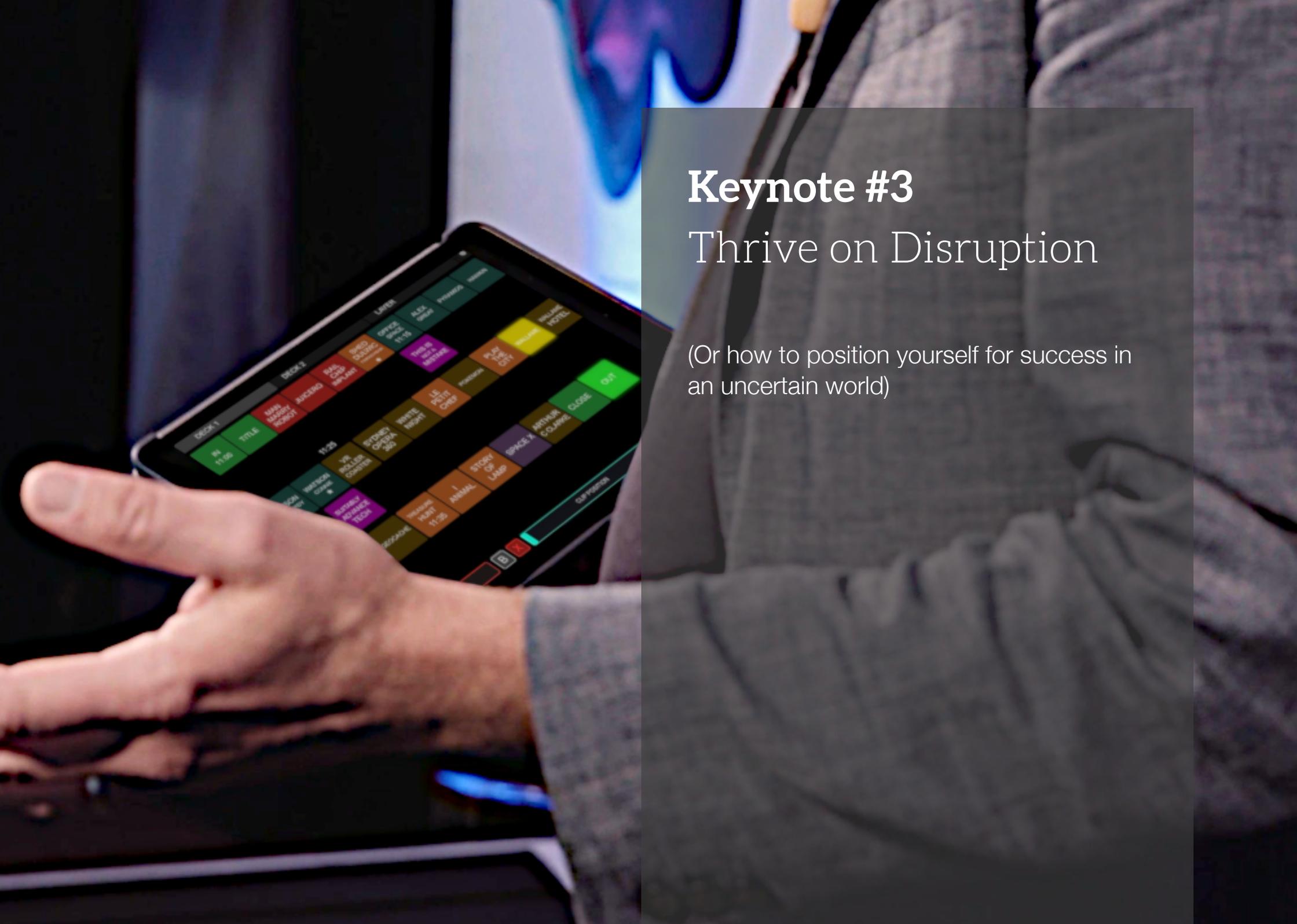
### Timing (when in the program)

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

## Keynote #3

# Thrive on Disruption

(Or how to position yourself for success in an uncertain world)



## Keynote #3: Thrive on Disruption

Technological, political and social disruption has already created upheaval in the ways we work and live, and it isn't stopping any time soon. If we don't take action now, we risk becoming redundant as individuals and as organisations. The drive to automate both our work and our lives has measurable advantages in terms of productivity, but at what human and social cost?

If we are to thrive rather than merely survive these changes, we will need to constantly disrupt ourselves and our organisations, before someone else does it for us. Finding ongoing purpose, meaning and human connection in a world that is increasingly uncertain will require a willingness not just to redefine our work but also to rethink our ideals of wealth, profit and success.

It is time to move the conversation beyond the trends and events shaping our modern lives to the beliefs, strategies and actions that will allow us to collectively flourish.

### What it covers

#technology #automation #leadership  
#purpose #change

### Audience

Ideally suited for business owners, executive teams and leadership groups. Also great for smaller audiences in a longer workshop or conversational format.

### Timing (when in the program)

Ideally this keynote would be best accompanied by a glass of red around an open fire at the end of the first day. If this isn't one of your speaker spots you might otherwise consider using it towards the beginning of your program to help open people's minds.

## Keynote #4

The Opportunities are  
in the Gaps

(or Why the IT Department needs to Die)



## **Keynote #4:**

### **The Opportunities are in the Gaps**

Over the last decade or so we have seen a dramatic shift in the IT landscape. Organisations increasingly see that technology is not just a 'nice to have', it's a strategic imperative with a backlog of projects that need to have been done yesterday.

This shift has meant IT departments need to rethink their role in organisations and how they operate. The truth is that most IT departments were conceived in a very different era under very different circumstances and are now often failing to respond to the needs of increasingly technology-savvy (and increasingly demanding) users.

It is time to look at how we might do things differently. What would it mean to create an IT function that genuinely empowers the people it serves? That encourages skill development and technology adoption, and guides users towards the right technology? How would we structure it, how would we operate it and what might the benefits be?

In a world where technology is increasingly pervasive and every business is turning out to be a technology business, this is a challenge that can no longer be ignored.

#### **What it covers**

#technology #strategy #IT #leadership

#### **Audience**

For leadership teams who acknowledge that in a world of digital disruption every option needs to be on the table.

#### **Timing (when in the program)**

A mind opening keynote that is a great way to begin your conference and set the scene for great things to come.

# Keynote #5

## The Custom Job

For when you need something truly unique



## Keynote #5: The Custom Job

The breadth of impact that digital technology is having on society is quite positively...huge. And although there are common trends, themes and ideas, the experience your organisation is having will always be somewhat unique. Sometimes it just requires a different perspective to help make sense of it all.

The custom job is what happens when you put your audience in the middle and we design the keynote around them. We will take the time to understand your current challenges and the impact you are wanting to make and I will then go away to craft a keynote that delivers the messages and ideas you want them to take away.

If you have some ideas that you would like to explore with me, best get in touch.

### What it covers

#technology #business #leadership  
#productivity #futureofwork

### Audience

This can work for a diverse range of business audiences.

### Timing (when in the program)

A mind opening keynote that is a great way to begin your conference and set the scene for great things to come.



**Workshops, Offsites and Long Lunches**

A great keynote can motivate participants towards action, but without the opportunity for more intimate and direct engagement, this motivation may turn out to be short-lived. In addition to his keynotes, Simon offers customised, practical workshops to support active discussion and planning that will have a long-term impact in your organisation.

If your organisation is already motivated towards doing something different, Simon can help you understand what different looks like. His tailored programs provide opportunities for in-depth discussion on emerging strategic challenges. With his inquisitive, enthusiastic approach, Simon fosters an environment that allows ideas to flow freely and guides participants towards implementable actions that will shape your organisation's future.

And if you're after something truly unique, ask Simon about lunch!

There's no better place to connect and converse than around the table preparing and sharing food. If you're looking for a powerful addition to your offsite event, consider a half or full day culinary conversation where Simon hosts your leadership team for lunch.



# The Digital Champions Club

When he's not speaking, writing or seeking out new adventures, Simon runs a program called the Digital Champions Club—an approach to driving incremental, bottom up improvements in organisations through technology.

The Digital Champions Club is founded on the belief that, in most organisations, the number of technology opportunities far exceeds the capacity of the IT department. This means valuable improvements are delayed or not implemented at all, which in turn leads to lower productivity, frustrated employees, and poor customer service.

Many of these opportunities don't require specialist IT knowledge and skills. They can be taken up by technology-savvy end users with off-the-shelf solutions. These digital champions are the people in your organisation who understand the business first and the technology second (whereas IT departments mostly operate the other way around). Digital champions are internal resources who, with just a little bit of training, can consistently and effectively implement small technology-driven improvements.

The Digital Champions Club is an approach to providing digital champions with the rigour, accountability, and support they need. Everything in the program is designed to shortcut the time required to assess and deliver digital projects that add value to the organisation and its people.

To find out more about the Digital Champions Club you can check out [digitalchampionsclub.com.au](http://digitalchampionsclub.com.au)

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Let's do this thing



## Create an Immersive Digital Event

Simon loves to speak at the events where the technology is awesome (it's a congruence thing) and he works with a limited number of event organisers to help make this happen.

Simon believes the very best use of technology is when we play in the grey area between the physical and the virtual. Where you take the rich, sensory experience that can only come from being physically present but combine it with the engagement potential that only digital can provide.

This is easier said than done and so Simon is always happy to provide some free, independent feedback on your current digital approach. If, on the other hand, you want help designing something magical from the ground up please get in touch with Simon about his Interactive Digital Design services.

## Ready to get started?



The very first thing to do is call or email my wonderful business manager, Sunny. She will be able to advise on whether the dates for your event are available and arrange a time for us to talk.\*

*\*It's never too soon to do this as I'm regularly booked 6-12 months in advance. The best way to secure your preferred dates is to get in touch.*

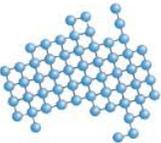
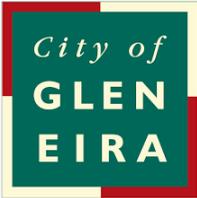
We will then arrange a phone or Skype call so I can get a bit more background on your event and the outcomes you are looking to achieve for your audience. We can then discuss which of the keynotes might be most suitable and other things that will help ensure your event is a success.

Assuming there are general nods of agreement (easier to ascertain if we opt for a Skype call) then we will be on our way...

**hello@simonwaller.com.au**

**1300 66 55 85**

# Some enterprising organisations I've worked with



## Rest at ease, I come recommended

Simon's deep knowledge of digital progression and interruption across modern society was perfectly adapted to our recent REIWA Conference.

Thank you for giving us the insights and strategies to overcome our fears of technology and for showing us how technology can enhance the customer experience for real estate agents everywhere.

**Hayden Groves,**  
President, REIWA

Simon's presentation had us captivated right from the beginning. His knowledge and understanding of digital technology was amazing and his presentation made it so easy to understand.

I have and will highly recommend Simon to members of my network as an exceptional guest speaker who will certainly bring you into the current digital technology period and prepare you for the next!!!

**Jenny Plapp,**  
Australian Automobile  
Association

Simon delivered a superb keynote around the "Need to make Technology Personal" for increased relevancy and success in today's digital world. His message was simple, clear & crisp.

Simon strongly connected with the audience while making the session lively & entertaining. I'd happily recommend Simon for anyone looking for a customer centric point of view on how to succeed in today's digital world.

**Chetan Yardi,**  
OpenText

Simon delivered a compelling presentation to our top 100 leaders on digital disruption and the future of work. Simon's depth of knowledge and expertise shone through as he shared many relevant and interesting insights and examples from across different industries and times.

Simon's interactive approach was refreshing and helped our leaders better understand the impacts and opportunities available to us.

**Bronwyn Pearce,**  
Bank of Queensland

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Simon Waller

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