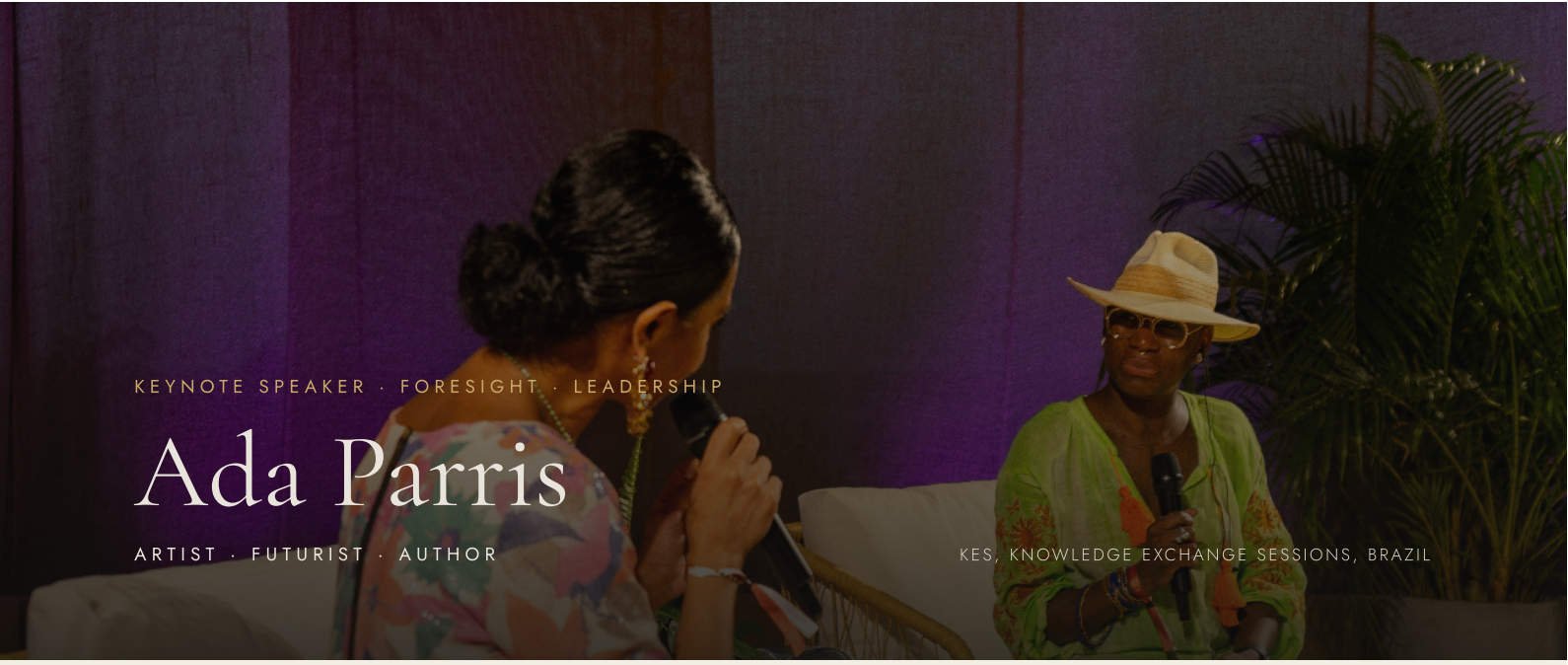


KEYNOTE SPEAKER · FORESIGHT · LEADERSHIP

Ada Parris

ARTIST · FUTURIST · AUTHOR

KES, KNOWLEDGE EXCHANGE SESSIONS, BRAZIL

We're not in a technology crisis. We're in a *listening* crisis.

Organisations have never had more data. Yet the decisions that matter keep missing something. 96% of leaders expect AI to raise productivity. 77% of the people using it say it has added to their workload. That gap is not technical. It is a listening failure. Ada's talks show what becomes possible when a room learns to listen again: to the body, to living systems, to those who came before, and to the machines we are building.

FIVE KEYNOTES

We're Not in a Technology Crisis. We're in a Listening Crisis.

C-suite and boards. AI transformation summits. Strategy and innovation leaders.

Leaders expect AI to make their people faster. Their people say it has made the work heavier. That gap is costing billions, and better data will not close it. Ada names what is being left out, and what changes when a room listens to body, soil, ancestral memory and the algorithm at once.

Cartography Is Not Home: AI and the Logic of the Map

Data and technology leaders. Cultural institutions. Arts and innovation festivals. International organisations.

Maps decided what counted. Whatever they left off stopped existing on paper. AI is doing the same thing at scale. Working with original pages from the 1899 Times Atlas, Ada traces how colonial map logic lives on in the data we train on, and what it costs the people still left off the page. Available as a talk or an immersive experience with sound.

Power That Doesn't Exhaust Itself: The Hidden Cost of Not Listening

CEOs and executive teams. Financial and professional services. Health sector leadership. Organisations rolling out AI at scale.

Poor mental health costs UK employers £51 billion a year. The biggest share is presenteeism: people at work, but not heard. This is not a wellbeing problem to hand to HR. It is where AI investment leaks away. Ada shows why exhaustion is what performance-based authority costs, and what presence makes possible instead.

What Type of Ancestor Do You Want to Be?

Board retreats. Leadership programmes. Impact investors. Sustainability and ESG leaders.

This question stops executives mid-sentence. It moves leadership from reputation to legacy: the conditions you leave for those who come after. Drawn from her Wiley book, Leadership Legacy.

Right Question, Wrong Problem: Why AI ethics starts with listening

Universities, leadership teams, conferences, policy and public sector audiences.

Most AI ethics asks how to make the machine behave. This keynote asks who was listened to before it was built.

WHAT AUDIENCES LEAVE WITH

- Space to think, and permission to pause before acting on AI.
- A clearer, more conscious relationship with the technology they are adopting.
- Language for the shift they are already feeling but could not name.
- One question that reorganises how they make decisions.

THE SPEAKER

Ada Parris is a British-Nigerian-Guyanese artist, futurist and author of *Leadership Legacy: A Manifesto to Create a Mindful Future and A Thriving Planet* (Wiley, 2026). She chairs Mental Health First Aid England, is Co-Deputy Chair of the Ecological Regeneration and Planetary Care Subcommittee, IEEE Global AI Systems Flourishing Initiative, a member of the WWF Innovation Wisdom Council, and an Honorary Fellow of Arts University Plymouth. A neurodivergent thinker, she connects across fields to reveal the bigger picture. Her central artistic research project is Cartography Is Not Home.

SELECTED STAGES & ROOMS

Google · Meta · Lloyds Banking Group · NatWest · Unilever · Sainsbury's · Tate Modern · TEDx ×3 · CogX · Klosters Forum · Deeply Human Summit · IAB Italia · World Trade Centre Amsterdam · London Interdisciplinary School · Medicine Festival

WHAT AUDIENCES SAY

> *"For the first time, I felt calm and grounded about AI."*
>
> MBA student, London Interdisciplinary School, 2026

> *"Adah gave a fresh perspective the audience really held onto, and fired us all up to think differently, out of the day-to-day detail. She did exactly what we hoped."*
>
> Fiona Couper · Chief Marketing Officer, VCCP

> *"Her grasp of the issues was thorough, and I actually learned things about my own work. One of those discussions you spend days unpacking."*
>
> Paul Mason · journalist and film-maker

> *"Adah brought fresh thinking and unconventional exercises, and pushed us all to reflect on what really matters. So much positive feedback from the team."*
>
> Barbara Ryl · Global Brand Manager, Unilever

FORMATS

Keynote
45 to 60 minutes

Extended session
90 minutes with structured audience dialogue

Immersive experience
Multi-day, with live field recordings and practice

Keynote fees from £8,000. Extended and immersive formats on application.

What type of ancestor do you want to be?

For availability and fees
adah@adahparris.com · adahparris.com