



KEYNOTE SPEAKER · FORESIGHT · LEADERSHIP

Ada Parris

ARTIST · FUTURIST · AUTHOR

LIVE · HOUSE OF BEAUTIFUL BUSINESS

Every leader is racing to keep up with AI. Ada is the one who gives them permission to **pause**, and think clearly before they act.

We are not in a technology crisis. We are in a listening crisis. Leaders are expected to have every answer, stay ahead of every tool, and carry their people through it, with no space left to think. The fear of being left behind is pushing them into decisions they do not fully understand or agree with. Ada reframes the AI conversation from speed to depth, using maps and the meeting of ancestral and artificial intelligence as the way in. Rigorous, tangible, and unlike anyone else on a stage.

Ancestral Intelligence + Artificial Intelligence = Augmented Intelligence

What type of ancestor do you want to be?

SIGNATURE KEYNOTES

What Type of Ancestor Do You Want to Be?

The signature. Only she can deliver it.

The question that stops executives mid-sentence. It reframes every decision, especially every AI decision, as legacy. Unanswerable by consultants, frameworks or machines.

Cyborg Shamanism™: Leading Alongside AI

Most requested

For leadership, innovation and technology audiences.

Every organisation is chasing an AI strategy. Ada asks the question no one else is: what relationship are you actually in with your machines? It meets the room's deepest anxiety and turns it into something usable.

Power in the Age of Presence

For senior leaders and boards.

Her theory of leadership in one talk. Coherence over control. The pause as authority. For executives who have felt the old model failing and have no language for what comes next.

Feeling the Future

The human advantage in an AI age.

In a world where machines process faster than any person, the edge that cannot be automated is the felt sense of what is coming. This talk legitimises what leaders have been taught to hide.

Who Owns Intelligence? NEW

Nature wrote the code first, and now they have put a fence around it.

Who really owns intelligence, and who gets to decide? Opens on the live pattern of export controls, data centres and infrastructure reshaping access to AI. A sharp, timely read on power that is updated talk to talk, so it never goes stale.

WHAT LEADERS 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, author and board chair. She helps senior leaders navigate AI and transformation by reframing the relationship with the technology, not only the tools. She chairs the board of Mental Health First Aid England, co-deputy chairs the IEEE AI Systems Global Flourishing Initiative's Planetary Subcommittee, and is an Honorary Fellow of Arts University Plymouth. A neurodivergent thinker, she is known for connecting across fields to reveal the bigger picture. After two years immersed in research for her book, *Leadership Legacy* (Wiley, 2026), and her artistic research project *Cartography Is Not Home*, she returns to the stage in 2026 with sharper thinking and new material.

SELECTED STAGES & ROOMS

Google	Meta
Lloyds Banking Group	NatWest
Unilever	Sainsbury's
Tate Modern	TEDx x3
CogX	Klosters Forum
IAB Italia	
London Interdisciplinary School	

CURRENT MOMENTUM

Author, *Leadership Legacy* (Wiley, 2026) · Klosters Forum 2026, invited delegate · Co-deputy chair, IEEE Planetary Subcommittee · *Cartography Is Not Home*, artistic research in partnership with Arts University Plymouth and the London Interdisciplinary School, Arts Council England application submitted. Advised by Yann Quilcaille (ETH Zürich) and Sanaz (Storyline Partners) · Founder, The Presence Lab™.

WHAT AUDIENCES SAY

"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. I can't wait to encounter her ideas again."

Paul Mason · journalist and film-maker, on the future of humans and intelligent machines

"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
45–60 minutes

Extended session
90 min with structured dialogue

Immersive
Multi-day, live field recordings & 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, please get in touch
adah@adahparris.com · adahparris.com