

BRUCE WADE

Black Belt Series Keynotes



Designed for leaders and managers in the innovation sector, The Black Belt Leadership Series delivers three powerful standalone keynotes that together form a complete leadership journey. Each session is grounded in Bruce's published frameworks, packed with real-world case studies, and closes with a Black Belt Tip, Black Belt Methodology, and Black Belt Habit that your audience can apply immediately.

01 Thinking on the Edge

Most organisations don't have an ideas problem — they have a bridge problem. Brilliant thinking dies in the gap between inspiration and implementation. Using the battle-tested i5 Framework (Ideate, Innovate, Incubate, Initiate, Impact), Bruce shows why safe thinking is the riskiest strategy in a disrupted world and how to build the systematic pathway from breakthrough idea to measurable impact. Audiences experience the framework live — leaving not just inspired, but equipped.

02 The AQ Advantage

Two organisations. Same AI. Same budget. One achieves 40% productivity gains — the other quietly shelves the initiative. The technology was never the difference. The relationship was. Bruce introduces Agent Quotient (AQ): the leadership framework that measures and improves the quality of human-AI collaboration. He walks leaders through the four AQ Maturity Stages, the Five Dimensions of organisational AI relationship quality, and the cultural shifts that distinguish black-belt AI leaders from others.

03 The Moment Everything Changes

Loyal customers don't leave because you're incompetent. They leave because you're unmemorable. A twelve-year, 2.3-million client relationship ended not because of price or quality, but because the competitor created moments that mattered, whilst the incumbent created processes that functioned. Bruce reveals why most CX programmes are expensive theatre, and equips leaders with the MOT Mapping Canvas to identify, design, and engineer the moments that convert satisfied customers into fierce advocates.

Contact Bruce for Keynotes, Consulting and Workshops

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