

Bruce Wade



Professional Speaker
& Author



The Thinking Sensei



If you need to think your way out of a corner, Bruce Wade is the guy you want with you in that corner. Known as The AI Thinking Specialist and a Thinking Sensei, Bruce empowers leaders to earn their black belt in strategic innovation.

"The Future belongs to organisations that think smarter not bigger"

With over 37 books and decades of experience spanning business, professional speaking, and executive coaching, Bruce has developed a suite of groundbreaking methodologies that have transformed how organisations approach their toughest challenges. His Extreme Thinking methodology pushes leaders beyond conventional problem-solving into breakthrough innovation.



The Thinking Advantage Keynote

Turing Thinking into Intelligence in the AI Era. 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.

The i5 Framework unlocks innovation through sustainable, inclusive thinking practises

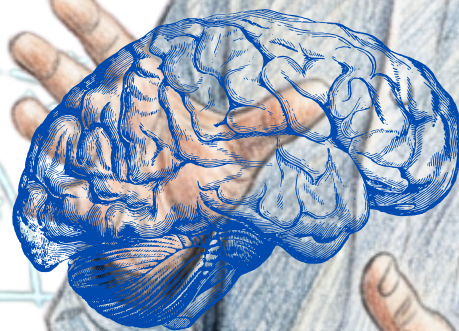


The AQ Revolution Keynote

Most AI projects fail to reach their desired potential. It is not the technology, it is the AI-Human relationship that was never managed. 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.

Moments of Truth Unlocked Keynote

Creating Value Far Beyond The Sale. 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.



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Book Bruce for your next Innovation Conference