SPEAKER ONE-SHEET

Adam Anderson

Where AI Belongs in Your Business

A practical keynote for owners and executives who have heard what AI can do and now need a sound way to decide what belongs in their business. No hype, no jargon, no sales pitch.

AUDIENCE OUTCOMES

— A simple 5x5 map for seeing where AI could affect revenue, cost, risk, speed or customer experience.

— A way to score opportunities on impact, readiness, adoption friction, cost and risk.

— An evidence loop: start with business friction, run a small experiment, then stop, continue or invest.

— Permission to choose deliberately — higher AI maturity is not automatically better.

FORMATS

Keynote — 45 minutes

A business-wide view of where AI may help, how to compare opportunities and what evidence to require before spending more.

Executive briefing — about 20 minutes

A concise version for decision-makers, focused on financial consequences, common failure patterns and the questions to take back to the leadership team.

Facilitated workshop — 60-90 minutes

Attendees map their own operation, see where AI already sits and compare candidate improvements, so they leave with a shortlist rather than notes.

IDEAL FOR

Founder and CEO groups · Executive summits · Industry associations · Client events hosted by banks, CPA firms and law firms · Boards and leadership offsites · Private-equity portfolio-company programs.

ABOUT ADAM



Adam Anderson helps owners and CEOs decide where AI belongs in their business and manage the strongest opportunities as a portfolio of business outcomes. He is CEO and co-founder of ThreatCaptain, an AI-enabled company he runs day to day. Across 26+ years in technology and entrepreneurship, Adam has founded or invested in roughly 30 companies, advised more than 100 CEOs, and sold his own firm in a multimillion-dollar exit. He has advised governments and heads of state across nine countries and is the author of eight-plus books. Repeat speaker for TIGER 21 groups.

2x TEDx · 100+ talks · 100+ CEOs advised · roughly 30 companies · 8+ books

BOOKING

Check availability at compassadvisory.ai/speaking. The free reference and the DIY worksheets are at compassadvisory.ai.