



CRYSTAL  
WASHINGTON

# FUTURIST & TECHNOLOGY STRATEGIST

Embrace the future with clarity and confidence!

Futurist, author, and Hall of Fame Speaker, Crystal Washington equips organizations with the knowledge they need to become "future-proof."



## What clients have to say

“The audience response to her content has been amazing. Crystal's energy, passion, and expertise simply wows.”

**Sterling T. Shea**  
Associate Publisher, Barron's

“You did an incredible job making the content relevant to multiple generations of workers and making it engaging! I would 100% suggest that Kaiser brings Crystal into larger groups of more senior employees for her to dazzle them!”

**Rachael McGlaston**  
Organizational Effectiveness Consultant,  
Kaiser Permanente

“She was engaging. She was smart. She was funny! Additionally, she made our 500+ attendees start thinking about “how the future of technology” and the trends around artificial intelligence could positively impact their enterprises.”

**Chris Kowalke**  
Owner, Hoopla Communications

“Crystal Washington presented the most amazing analysis of looking forward to the “Easter eggs” of change. She did her advanced research on our industry and she created a positive connection with our members and audience. Beyond amazing!”

**Robert N. Bradshaw Jr., MAM**  
President & CEO  
Independent Insurance Agents of Virginia



### Future-Proof Yourself: How to Innovate and Thrive in a Changing World

- Understand the future's gifts so you can shape them for your best outcomes.
- Identify the most underutilized breadcrumbs of innovation that you already have in your basket.
- Create a framework to anticipate change before it happens, future-proofing your career while removing stress!

\*Available as an add-on for each attendee: Discover your FutureBend™ archetype to reveal how you naturally approach the future, where you thrive, and what could hold you back.



### Annual State of the Industry: Spot Emerging Trends

*(Like an annual economic outlook, this keynote can be standalone, or organizations can bring Crystal back each year to track how emerging trends are unfolding and what they mean for their industry.)*

- Identify the difference between fads and game-changing trends.
- Discover whether being first, fast, or patient actually wins in your industry, and what that means for how you move.
- Learn simple tools to track trends and stay ahead of the curve.
- Identify the competitive advantages in your organization that no amount of automation can replace.

\*Available as an add-on for each attendee: Discover your FutureBend™ archetype to reveal how you naturally approach the future, where you thrive, and what could hold you back.



### Generative AI for Leaders: Staying Ahead in a Machine-Driven World

*(Highly customized to industries and job functions)*

- Understand what generative AI is and isn't, including the difference between local and cloud-based AI and when each makes sense.
- Learn how to evaluate where AI actually strengthens your team's work, and where human judgment still needs to lead.
- Discover strategies for integrating AI into workflows in ways that build your people up instead of sidelining them.
- Explore best practices and ethical considerations for using AI responsibly, so trust with your team and customers stays intact.



### Foresight Workshop: Turn Signals Into Strategy

*(Customized for trend-spotting, scenario-planning, and board/leadership strategic sessions, 2.5 hours to two full days)*

Every workshop is tailored to your industry and objectives — let's set up a call to talk through what would work best for your event.

## NAMED A FORBES LEADING FEMALE FUTURIST

BOOK CRYSTAL!

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**Futurist and  
Technology talks  
for Leadership,  
Sales, and  
efficiency.**

RESIDENT FUTURIST ON SEASON 2  
OF EMMY-NOMINATED

# LIFE 2.0

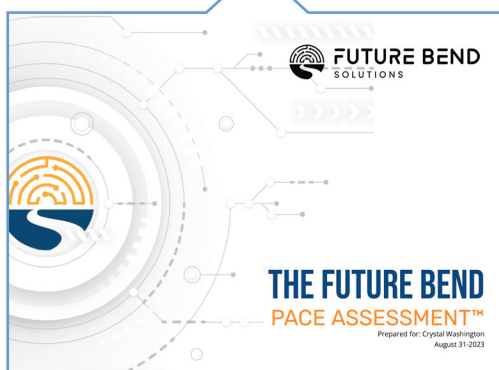


## SPEAKING

Hire Crystal to craft  
a customized and  
highly engaging talk for  
your event!

## ASSESSMENTS & CONSULTING

Add Crystal's FutureBend PACE  
Assessment for each attendee  
as part of a speaking package,  
or bring Crystal in to assess the  
future readiness of your team  
and organization.

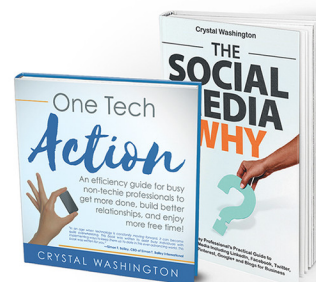


## COURSES

Choose from already-  
created courses on future-  
proofing organizations  
or have Crystal create a  
custom course to increase  
idea implementation  
post-keynote.

## CRYSTAL'S BOOKS

One Tech Action & The Social Media Why



## HAPPY CLIENTS

BARRON'S

Microsoft

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FARMERS  
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FARGO

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