

## David Allison Introduction

It's my pleasure to introduce David Allison—the world's leading authority on human values and the founder of the global Valuegraphics Project. People call him "The Values Guy" because he has unlocked the secret code that shows how to engage and influence people all over the world with the enormous power of shared human values.

A decade ago, David saw the need for a new way to understand people—beyond demographics and psychographics—so he developed Valuegraphics, which are now so widely embraced that they appear in college textbooks used on campuses around the world.

He uses insights from a million surveys conducted in 152 languages to help organizations like Google, PayPal, lululemon, and the United Nations Foundation. His work has been featured in INC Magazine, Forbes, and Harvard Business Review, and his most recent book, *The Death of Demographics*, became a number-one best-seller in the first week it was released.

Today, he's here to share those insights and give us an entirely new way to think about ourselves and the people we want to impact with our work. Let's give a warm welcome to David Allison!