

Expert Corporate Culture & Leadership, Entrepreneur & Bestselling Author

David Allison

David Allison is an Expert on Corporate Culture, Human values, CEO of a global research company, Founder of the Valuegraphics Project and a bestselling author. After many years of helping major brands connect with their target audiences, David Allison realized that traditional demographic data like age, gender, or income was no longer sufficient. Gender roles have shifted, behavior is no longer age-dependent, and money doesn't reveal what truly matters to people. Instead, our values drive our actions. Shared values connect people and influence their decisions. This insight led David to create the Valuegraphics Project, with the goal of measuring human...

Topics

Change Management · Leadership · Marketing / Branding / Storytelling · Motivation · New Work · Sales / Marketing · Start Up / Entrepreneurship

Languages

English

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