



David Rauffer, MBA

AUTHOR • LEADERSHIP CONSULTANT • TRANSFORMATION STRATEGIST • SPEAKER • FUTURIST

David helps leaders, entrepreneurs, and organizations recognize the hidden influences shaping how they think, decide, and act.

Author of

I MAY BE BIASED

Combining behavioural science, leadership experience and entrepreneurial lessons, the book explores **50 cognitive biases** and logical fallacies and, more importantly, what we can do about them.

It moves past explaining what biases are to showing how to catch them in everyday decisions, using the **Think! • Decide! • Act! (TDA™)** framework and the **Applied Critical Thinking (ACT™)** methodology.

WHY DAVID, WHY NOW?

The pressure

Leaders are expected to decide faster, with more information, more complexity and less certainty than ever.

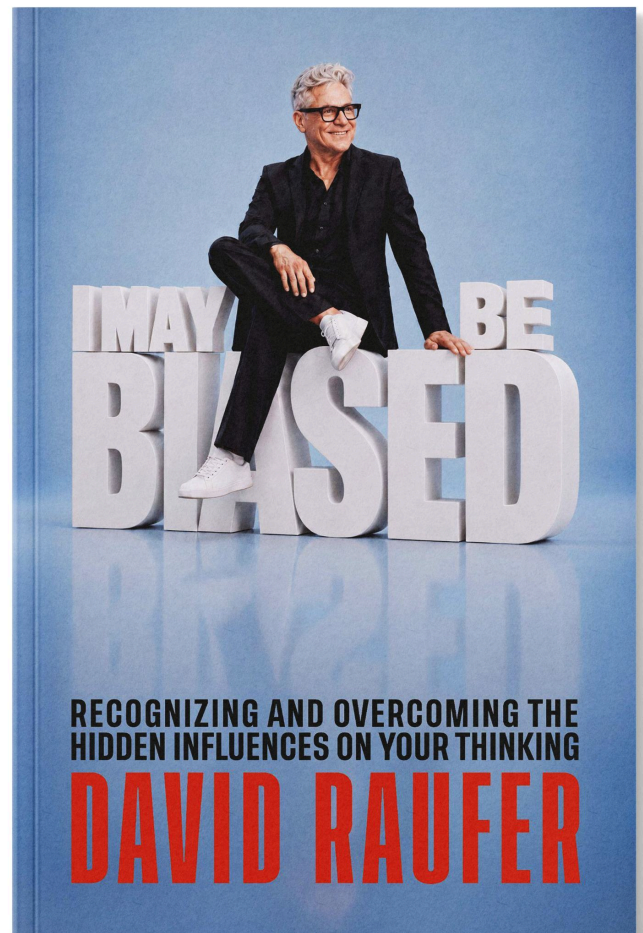
The catch

AI delivers information almost instantly. More information doesn't automatically produce better thinking.

The question

What if the biggest obstacle to better decisions isn't the information we have, but the way we're thinking about it?

Scan the QR code or click to order



SIGNATURE SPEAKING / PODCAST TOPICS

01 I MAY BE BIASED

The problem isn't having biases; it's not recognizing when they're influencing our decisions.

TAKEAWAY

A practical framework for recognizing bias before it influences an important decision.

03 THE ENTREPRENEUR'S PARADOX

Optimism starts enterprise. But, unchecked optimism hides risk, cost, complexity and time.

TAKEAWAY

Pre-mortem thinking, small bets and scenario planning.

05 INNOVATION REQUIRES DISAGREEMENT

How groupthink, social proof, authority, confirmation, and status quo bias quietly suppress good ideas.

TAKEAWAY

How to build better challenge that makes ideas stronger.

KEYNOTE / WORKSHOP TOPICS

06 TRANSFORMING TRANSFORMATION

Why most AI initiatives never show measurable ROI and the four pillars of design-led change.

TAKEAWAY

Building aligned, viable and actually adopted design-led AI transformation.

08 LEADING IN UNCERTAINTY

Decision-making, communication and innovation that keep organizations moving in the unclear future.

TAKEAWAY

A strategic roadmap and concepts for managing uncertainty.

02 THINK! DECIDE! ACT!

Why do smart people make bad decisions? TDA™ moves leaders from automatic thinking to deliberate judgment.

TAKEAWAY

A decision process that audiences can apply to business and life immediately.

04 THE AI DECISION TRAP

When AI becomes a substitute for thinking; automation bias, innovation bias and FOMO.

TAKEAWAY

Augment human judgment with AI without surrendering it.

07 LEADING THROUGH CHANGE

Early-win strategies and storytelling principles for leaders in any transformation.

TAKEAWAY

Best-in-class strategies that drive real adoption.

Research Cognitive Depth vs. Computational Speed: Whitepaper Report Due: Early 2027

Explores the growing tension between the rapid efficiency of artificial intelligence and the nuanced, experience-driven reasoning of human cognition.

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Based on rich personal and professional experiences, *I May Be Biased...* provides one of the most comprehensive reviews of the various biases and fallacies hidden in our daily lives.

Organized in three main categories 'Think! Decide! Act!' and using fluid language, the book provides definition, explanation, and examples of each of the biases. Beyond designers, the book should be useful to anyone making decisions and planning actions. Highly recommended.

Nabil Harfoush

Full Professor, Strategic Foresight & Innovation Master's Program
OCAD University, Toronto

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David's lecture and Design-Led Transformation workshop were insightful, energetic, and highly engaging.

He has a rare ability to take complex concepts and make them practical, relevant, and memorable. His interactive approach challenged our students to think differently, and they left with new perspectives and tools they could immediately apply. The session was both entertaining and genuinely impactful.

Nick Irvin, SFHEA

Senior Lecturer, Transnational Education
Birmingham City University

About

Two decades of helping organizations decide better.

David Raufer, MBA, is a leadership consultant, innovation strategist, speaker, futurist and facilitator with more than twenty years spent helping organizations solve complex business challenges, lead transformation and improve decision-making. His work spans innovation, customer experience, organizational change and human-centered design across multiple industries.

He is the author of *I May Be Biased: Recognizing and Overcoming the Hidden Influences on Your Thinking*, which explores 50 cognitive biases and logical fallacies through real-world stories, business examples and practical strategies and the Think! • Decide! • Act! framework.

01

The QR code or email

Share the date, audience and the outcome you need.

02

30 minute scoping call

Define the room, the format and the takeaway.

03

Tailored outline

A session built for your people.



Contact & Booking

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