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David Allison is a human values expert, international speaker and two-time best-selling author. He is focused on changing how we understand ourselves, the people around us and those we hope to engage within our work. As the founder of the Valuegraphics Project—the first global inventory of core human values—he has transformed human values into measurable data and created an entirely new type of human-centric insight. He helps big brands such as PayPal, Five Star School Supplies, the United Nations Foundation and Google connect with people by honouring their values. His work is included in college textbooks used worldwide, and he has been featured in *Harvard Business Review*, *Forbes* and *INC. Magazine*. His latest book *The Death of Demographics* was hailed by critics as “convincing, insightful, and . . . revolutionary.”