David Allison

Founder
The Valuegraphics Project
Vancouver, British Columbia

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 with in 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 honoring their values. *Inc. Magazine* named his last book one of the top ten leadership books of the year, and his latest book *The Death of Demographics* was hailed by critics as "convincing, insightful, and . . . revolutionary."