

THE HUMAN SIDE OF AI

AI STRATEGIST. LEARNING EXPERT.
FUTURE OF WORK SPECIALIST.



EricaFarmer.ai
PROFESSIONAL SPEAKER





YOUR PEOPLE ALREADY KNOW AI MATTERS

Your people don't need another tool demo or townhall from the CEO.

They need confidence without hype, practical action without jargon and a human way into change.

Erica turns complexity into something people can understand, question and use through interactive keynotes, practical workshops and inspiring thought leadership.

WHO IS ERICA?

Erica Farmer is one of the UK's leading voices on AI, future skills and human potential. With more than 25 years of experience as a learning practitioner with some of the country's most recognisable organisations, including LV=, British Gas, Specsavers, Virgin Care.

A TEDx speaker, LinkedIn Learning instructor and AI strategist, Erica is on a mission to make AI accessible, practical and deeply human. Her TEDx talk, 'Reforming Education Through a Digital-First Mindset', was selected as one of a small number of talks to be featured on TED.com, cementing her reputation as a trusted expert helping organisations navigate technological change with confidence.

Known for turning complex concepts into practical action, Erica helps leaders and teams understand not only how AI works, but why it matters to them. Through her innovative keynotes and workshops, she empowers audiences to identify their own "AI Dividend™", unlocking more time, confidence, creativity and wellbeing through a people-first approach to technology adoption.

WHY ERICA?

Booked regularly as an impactful and high energy keynote speaker by global brands

TED.com featured talk

Author of AI for People Professionals

HR Top Mind 2026

HR Magazine Most Influential Thinker

Speaker Awards shortlisted 2025

Speaker Awards Highly Commended 2026

Credible authority

TEDx speaker, LinkedIn Learning instructor, author and advisor to the AI Work & Skills Forum.

Commercial reality

25+ years across corporate learning, leadership, apprenticeships and organisational change with leading brands.

Human delivery

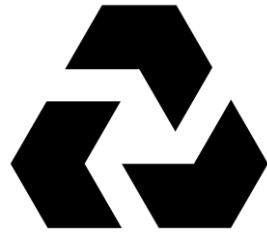
Provocative enough to shift thinking. Practical enough to change what happens next.



CREDIBILITY THAT TRAVELS

TRUSTED BY GLOBAL ORGANISATIONS

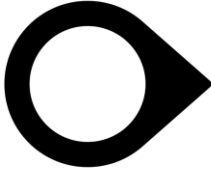
HITACHI



NatWest

 **skillcast**

iON

 **access**

NHS

JOICO
the **joi** of healthy hair


POWERTOHR

inst=p

WAYS TO WORK TOGETHER

Interactive keynote talks

Leadership activation sessions

Fireside chats and round tables

Practical workshops

Bespoke consultancy

Thought leadership

Learning content





INTERACTIVE KEYNOTES AND PRACTICAL WORKSHOPS

KEYNOTES THAT DELIVER EMOTION + INSPIRATION + SKILLS = TRANSFORMATION

Find your AI Dividend™: Future Proofing People, Not Just Performance

This talk highlights the real value of AI is not producing more work. It is releasing time, energy and human capacity for better a better work life balance increasing motivation, happiness and productivity.

It enables the audience in a practical way to identify their own AI Dividend™ and takeaway an empowered new view on AI and its benefits.

Clients get stronger engagement from their people, a more meaningful AI adoption and a workforce that is better equipped to thrive with AI, not just tolerate it.

The AI Fire Hydrant: What Organisations Must Do Next to Stop the Pressure Building

This talk explores the next critical stage of AI adoption. While AI is helping people produce work faster, many organisations are still operating with the same meeting rhythms, approval processes, management capacity and unclear working norms.

Clients will understand how AI activity can become AI value by enabling their people to spot the organisational bottlenecks that are holding back return on investment, ask better questions about workflows and learn the human skills to turn individual AI gains into better team performance.

Empowering Women to Lead with AI: Ensuring Women Shape the AI Future, Not Just Work Inside It

The talk addresses a real commercial and cultural risk: if confidence with AI develops unevenly, existing visibility and progression gaps will widen.

It's designed for organisations that want women to engage with AI with confidence and influence, understanding this is not a 'women's problem'. It explores how AI is reshaping work, whilst equipping women to amplify their strengths and increase impact.

Clients get a session that not only inspires women to engage more actively, but also supports broader goals around leadership development, inclusion and future-ready talent.

KEYNOTES THAT DELIVER EMOTION + INSPIRATION + SKILLS = TRANSFORMATION

How to Drive a People-First AI Implementation: Building AI Adoption That People Will Actually Follow

This keynote helps organisations address one of the most common reasons AI initiatives stall: too much focus on the technology, not enough on the people expected to use it.

Erica shows audiences how to implement AI in a way that builds trust, capability and momentum by putting human experience, communication and behaviour change at the centre.

This session tackles the gap between having an AI strategy on paper and creating adoption in practice. Clients get a clearer understanding of how to lead AI implementation in ways that reduce resistance, strengthen confidence and turn AI from a top-down mandate into something people can genuinely engage with and use well.

Activating Leadership, AI and Psychological Safety: Creating the Conditions for AI Adoption to Succeed

This talk helps leaders understand that successful AI adoption is not just about tools, policy or budget. It is about whether people feel safe enough to experiment, ask questions, make mistakes and learn in public.

This is one of the most overlooked barriers in AI transformation: employees will not use AI meaningfully if they fear getting it wrong, looking foolish or being judged.

Clients get managers and leaders who are better able to communicate with confidence, reduce anxiety and create the cultural conditions that make adoption more likely to stick.

AI as Your Wellness Ally: Using AI to Reduce Overwhelm, Not Add to It

This keynote reframes AI as more than a productivity tool; it explores how it can support healthier, more sustainable ways of living and working.

Erica shows audiences how AI can help reduce friction, create structure, support better habits and free up mental energy in ways that improve both performance and wellbeing.

The talk addresses a growing challenge for organisations: people are already stretched, and new technology can easily feel like one more thing to learn or fear. Clients get a human-centred session about AI, helping their people see how it can support focus, resilience and effectiveness rather than simply driving more output.

YOU'VE BOOKED YOUR KEYNOTE BUT HOW WILL YOU EMBED NEW SKILLS?

A KEYNOTE CREATES THE SPARK. A WORKSHOP CREATES THE CHANGE.

You want **impact**. That's why you are booking speakers.

But without opportunities to revisit and use new learning, **our memory declines rapidly**.

A workshop interrupts that forgetting curve by turning keynote ideas into skills with **active practice, retrieval and feedback**, all proven to strengthen long-term retention.

Don't let the learning leave the room.

Upgrade your talk with a 45-minute skills-based workshop, either in person or virtual.

With 25 years in Learning & Development **Erica is an expert in delivering workshops** which are grounded in proven learning methodologies and neuroscience.

They are specifically designed to drive **lasting organisational impact and ROI**.



**LET'S GET
YOUR
PEOPLE
EXCITED
ABOUT THE
FUTURE OF
WORK**

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