

Case Study

Security Technology Industry

Securitas
Technology



James Taylor equips 100+ Fortune 500 security leaders with the frameworks to lead AI-augmented organisations at Securitas Technology's Annual Security Symposium in Orlando

ABOUT THE ENGAGEMENT

Securitas Technology's 12th Annual Security Symposium brought together CSOs and CEOs from over 100 Fortune 500 organisations — including Amazon, Microsoft, Bank of America, and Google — at the JW Marriott Grande Lakes in Orlando. AI was simultaneously powering the attacks their clients were defending against and the tools they were deploying to defend. The question facing every leader in the room was not whether to adopt AI, but how to lead their people through that adoption without losing the human capability that made their organisations resilient.

The Preparation

James built the session from the ground up for a security leadership audience. The opening drew on a deeply personal story — his brother-in-law Robert, a member of the SAS Signals unit killed in combat — framing the audience not as technology buyers but as the intelligence backbone of their organisations. Every case study, statistic and framework was selected for that context: KK Park's AI-augmented fraud factory in Myanmar operating at industrial scale; Arup's \$25M deepfake CFO attack; Singapore's 5G Integrated Command Centre using AI and digital twins for national infrastructure; and Anthropic's Mythos model assessed as too dangerous for public release.

The Delivery

The 60-minute session followed James's 4P framework (Position, Problem, Possibilities, Proposal), moving the audience from urgency to action. Three signature frameworks gave the room both language and data:

- **Pilot Purgatory** — why 74% of companies fail to scale AI value.
- **The Competency Penalty** — the hidden cultural cost of low AI adoption, worth 2.5–14% of annual profit.
- **Centaur / Cyborg Model** — high-performance human-machine collaboration, drawn from Harvard and BCG research.

The circular table format was put to full use in the Curious Questions exercise (MIT Professor Hal Gregersen's Question Bursts technique) — each table surfaced a real organisational AI challenge and collaboratively generated divergent questions to unlock new thinking. The session closed on James's Highland mountain metaphor: the higher summit of full human-machine creative potential had been invisible from base camp.

The Results

- **Audience-First Customisation**

Every story, case study, and statistic built for a security leadership context — from the SAS Signals opening to named examples across finance, retail, government, and infrastructure.

- **Peer Problem-Solving by Design**

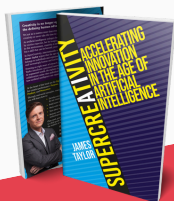
The Curious Questions exercise converted a keynote audience into active collaborators — generating live, table-level conversations on real AI challenges.

- **Board-Level Frameworks**

Pilot Purgatory, the Competency Penalty, and the Centaur/Cyborg model gave attendees research-backed tools to address cultural and leadership barriers to AI adoption.

- **Trusted Advisor Positioning**

The deliberate absence of Securitas product content elevated the company's brand — the symposium itself became the highest-value touchpoint in the client relationship.



SuperCreativity:
Accelerating Innovation in the Age of
Artificial Intelligence

**Creativity is no longer optional. It
is fast becoming the defining
human advantage.**



James
Taylor

KEYNOTE SPEAKER

About James Taylor

James Taylor is an award-winning entrepreneur, author, host, and inspiring keynote speaker on a global mission to unlock creativity, increase productivity and accelerate innovation.