

Case Study

Lime / Industrial Minerals



International Lime Association

COMPANY OVERVIEW

The International Lime Association (ILA) brings the global lime industry together each year for its General Assembly & Symposium — from large international groups to fourth- and fifth-generation family businesses.

CHALLENGE

An industry facing energy costs, carbon regulation, trade tensions and geopolitical instability needed the next step after an introduction to generative AI: what human and AI collaboration means for a lime producer's operations, workforce and decisions.

SOLUTION

SuperCollaboration™: Cyborgs, Centaurs and the Rise of Human+AI Collaboration — keynote followed by a 15-minute live Q&A.

AUDIENCE

150–160 CEOs, owners and senior leaders of lime producers from 29 countries, joined by suppliers and technology providers.

LOCATION

Barcelona, Spain — October 2026

RESULTS

A highly engaged room that carried its energy into the Q&A, with leaders leaving with a shared AI vocabulary, a model for regulatory foresight and concrete steps for safe adoption.



SuperCollaboration™ for the Lime Industry: How the International Lime Association Gave Its Leaders a Practical Way to Work with AI

ABOUT THE ENGAGEMENT

The previous year's ILA keynote had introduced generative AI. For 2026 in Barcelona, ILA wanted the next step. The brief set firm boundaries: connect to real operations, avoid abstract futurism, give no single producer the spotlight and draw on examples from several regions. Success meant an audience that was engaged, talking among themselves and ready to say they had never seen the topic that way before.

150–160 CEOS, OWNERS & SENIOR LEADERS	29 COUNTRIES REPRESENTED	3 FORCES SHAPING LIME'S FUTURE
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The Preparation

James conducted an extensive customisation process designed to serve the succession moment as much as the content itself:

- Research conversations with ILA's leadership, the National Lime Association (North America) and the European Lime Association.
- Early content ideas tested with ILA's chair before the keynote was written.
- Examples shaped around industry realities: safety, carbon cost, uneven digital maturity and limited collaboration between producers.

The Delivery

The keynote opened with Linus Pauling and the Nobel Prize Museum, then placed lime within three forces shaping the future: **deglobalisation, decarbonisation and digitisation**. Harvard and BCG research on the **Centaur / Cyborg Model** gave the room a shared vocabulary for working with AI. Klarna and IKEA showed two very different choices about AI and people, and the **Competency Penalty** explained why capable staff avoid the tools.

The second half turned to application: British Cycling's marginal gains, digital twins at OCP Group and Siemens, and an AI prediction engine modelling the stakeholders around a draft carbon border regulation. Agentic AI was grounded in Micron, where 95% of procurement runs on AI agents. In the Q&A, leaders asked about AI safety and security; James answered with concrete steps — audit unapproved AI use, check platform admin settings, set clear usage protocols and keep highly confidential data on an offline device running a locally hosted language model.

The Result

SHARED LANGUAGE

Cyborgs and Centaurs gave producers a way to choose how they work with AI instead of drifting into it.

REGULATORY FORESIGHT

The carbon border example showed how AI simulation can help an industry anticipate stakeholder reactions together.

SAFE ADOPTION

Auditing unapproved AI use, setting protocols and keeping confidential data offline gave leaders steps to take on their return.

ONE PER CENT THINKING

The marginal gains question gave every leader a simple prompt to take back to their teams.



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.