

Rebecca Maklad

# THE HUMAN *EDGE*

When AI is everywhere the advantage is **human**.

Keynote Brochure 2026



# The Human *Edge*

*When intelligence becomes abundant, advantage moves.*

For more than a century, organisations competed on intelligence. The clearest analysis. The strongest strategy. The sharpest thinking. AI changes that.

For the first time in history, analysis, insight and recommendations can be generated instantly, at a scale no human team could match. When something that once gave you an edge becomes cheap and available to everyone, the edge disappears.

The next era won't belong to the organisations producing the most analysis. It'll belong to the ones who know what to do with it.

Because no matter how much intelligence machines generate, organisations will still face moments where information is incomplete, trade-offs are real, and someone has to decide what matters most.

In those moments, what becomes rare and valuable isn't information. It's the human in the room: the person who decides what all of that intelligence is actually for. That's the Human Edge.

**The Human Edge** is the set of capabilities that allow people and organisations to put intelligence to work when the stakes are real. AI can generate options, but humans choose the path. AI can detect patterns, but humans decide what those patterns mean. AI can recommend actions, but humans carry the consequences. AI may accelerate intelligence. The Human Edge directs it.



# About *Rebecca*

Rebecca Maklad is a keynote speaker, podcast host and advisor working at the intersection of technology, influence and human potential.

For more than two decades, she has worked alongside futurists, scientists, thought leaders and cultural commentators, translating complex shifts in technology and society into ideas that help people think differently about what comes next.

Part of the founding team at ODE Management and former CEO of Future Crunch, Rebecca has spent her career across the global futures and ideas space. Over that time, she has spoken for organisations including Nine Entertainment, ANZ, Ernst & Young, Australia Post, Cuscal and many more.

Drawing on a career spent inside the worlds of futures thinking, media and influence, her current work explores one defining question: as artificial intelligence changes the value of intelligence itself, where does human advantage move?

Through her keynote *The Human Edge* and her podcast *The Last Human Edge*, Rebecca explores what becomes more valuable as intelligence scales: judgement, meaning, adaptability, coordination and the distinctly human capacity to decide what progress is for.



# The Five Human *Edges*

*The Human Edge is not intelligence. It is how intelligence is directed, decided, aligned, adapted—and ultimately made meaningful.*

✓ | ✗ **Intention:**  
*Deciding What Matters*

Artificial intelligence can analyse almost anything. But it cannot decide what is worth analysing. In a world of accelerating capability, the scarcest resource is not intelligence, it is direction. AI scales answers. Humans decide which questions are worth asking.

↶ ↑ ↷ **Judgement:**  
*Choosing The Path*

Artificial intelligence can generate forecasts, probabilities and recommendations. But the most important decisions are made before certainty exists. When the data looks clear but the situation is not, someone still carries the consequence. AI can inform the decision. Humans are accountable for it.

👤 **Coordination:**  
*Moving People Together*

Artificial intelligence can generate insight across an organisation. But insight does not create progress, alignment does. This is the challenge of movement at a moment in time, aligning people, processes and incentives around a shared direction. Progress happens when people move together.

🔄 **Adaptability:**  
*Changing While Moving*

Artificial intelligence can optimise a plan. But it cannot recognise when the plan no longer fits reality. This is the challenge of movement over time, adjusting direction as conditions change, without losing momentum. AI improves what exists. Humans decide when to change it.

🤝 **Meaning:**  
*Understanding Why It Matters*

Artificial intelligence can generate output and optimise decisions. But it cannot decide what is worth optimising, or why. Meaning anchors direction, guides decisions and sustains effort through change. Without it, optimisation becomes directionless, or dangerous.

# Key Outcomes

*The Human Edge* introduces a practical framework for understanding the capabilities that determine how humans turn intelligence into progress. As AI expands the availability of analysis and insight, advantage moves toward the people who have:

- ✓ | ✗ Strategic Clarity → You stop second-guessing and start deciding. On the things that actually matter.
- ↕ Decisive Leadership → You don't wait for perfect. You move, you own it, and your team trusts you more for it.
- 👤 Coordination → Your team move together, adapt together, and don't need you in the room to do it.
- 🔄 Adaptive Advantage → When everything shifts (and it will), you pivot without losing your footing.
- 🤝 Purpose-Driven Performance → People don't burn out on meaningful work. They burn out chasing the wrong thing.

These capabilities determine whether organisations simply generate more intelligence, or whether they turn intelligence into meaningful progress. The organisations that thrive in the AI era will not build larger teams. They will build sharper ones. Teams where human contribution is no longer routine analysis, but judgement, coordination and leadership.

# Testimonials

★★★★★

*“Rebecca held the room from start to finish. Our people left with a renewed sense of clarity and motivation about the role they play in shaping what comes next.”*

**Elissa Thompson**, Mazars Australia

★★★★★

*“Rebecca’s guidance was transformative. Our leaders didn’t just learn, they experienced real growth in how they think, decide and lead through change.”*

**Anna Sheppard**, Bambuddha Group

★★★★★

*“Rebecca delivered an energetic and polished keynote at LAST Conference Sydney 2024. She engaged the audience from the outset, leaving many rethinking where human leadership and judgement matter most as technology accelerates.”*

**Ed Wong**, Co-Founder, LAST Conference

Some of the brands I have spoken for:



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