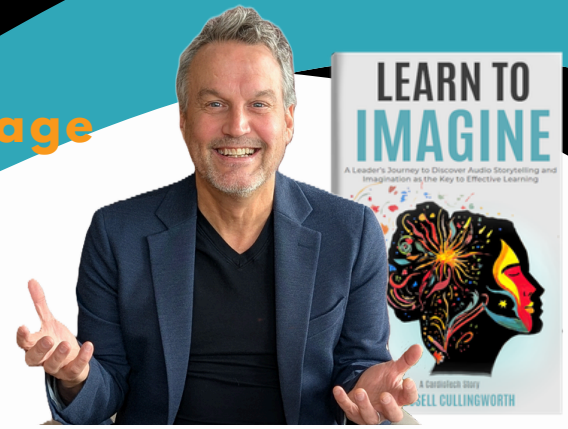


THE i FACTOR

Imagination as a Strategic Advantage in the Age of AI



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ABOUT PRODIO

Founded in 2017 by Russell and Christine Cullingworth, ProDio Audio Learning Inc. has reached over 120,000 learners through long standing partnerships with many professional associations, including the International Federation of Accountants (IFAC), CPA Associations across Canada, Greater Vancouver Realtors and LinkedIn Learning.

ProDio courses s and meet the strictest accreditation standards such as the NASBA Registry of CPE Providers (USA), ACCA Global, HRCI and SHRM.

SESSION SUMMARY

As AI rapidly transforms the workplace, many organizations are doubling down on AI content, tools, and information. But AI can never create a strategic advantage, because knowledge is no longer the differentiator - vision and imagination is.

In this session, Russell Cullingworth makes the case that imagination - not information or data - is now the foundation of human advantage. He explores how professionals develop the ability to envision the future, interpret situations, navigate ambiguity, and make high-stakes decisions through mental simulation and scenario-based thinking.

Backed by neuroscience and practical application, this session introduces a new model for professional learning - one that activates the brain, engages emotion, and prepares people for real-world complexity.

If AI is reshaping what we know, this session will show you how to rethink how people develops skills that create exceptional results.

KEY SESSION TAKE-AWAYS

In this session, attendees will gain a deeper understanding of:

- Why imagination - not information - is becoming the real competitive advantage in an AI-driven world
- How we can develop creativity and judgment through mental simulation and real-world scenarios
- The neuroscience behind imagination and its impact on creativity and innovative thinking.
- How to leverage imagination to create exceptional results beyond technical skills and experience.
- How to develop the brain's capacity for imagination, creativity and critical thinking.



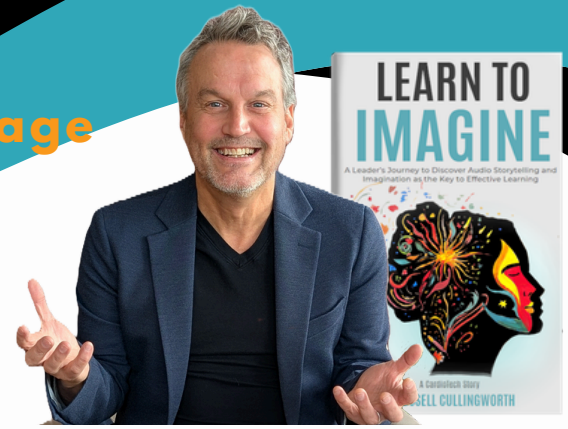
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RUSSELL CULLINGWORTH BIO

Russell Cullingworth has been drawn to stories, acting and creativity since childhood – always experimenting with new ideas and passionate about sports, drama, art and music.

He's the founder and CEO of ProDio Audio Learning Inc., the world's first formal audio-learning company for professionals. A thought leader in imagination-based StoryStyle™ learning, he is the author of "Learn to Imagine: A Leader's Journey to Discover the Powerful Secret to Effective Professional Learning" <https://a.co/d/5O9rGmS>

Russell blends creativity, neuroscience, and an understanding of corporate learning to bring a solution that not only encourages imaginative engagement but also develops creativity, imagination and critical thinking.

He has an MBA from Simon Fraser University and over 17 years experience in delivering professional development programs.



"Greater Vancouver REALTORS® have collaborated with Russell Cullingworth and the ProDio team on 3 audio-learning courses now. I have found them extremely easy to work with and highly professional. They demonstrate meticulous attention to detail and extremely high production values. Our members have found these audio courses highly engaging while being easy to listen to. In particular, the "storytelling" approach is a highly educational instructional format, which can address complex issues in a logical and engaging way. The evaluations for these courses have been superb and I highly recommend the ProDio team to any potential partners."

Richard Joy, Director, Professional Development and Member Relations, Greater Vancouver REALTORS®

CONFERENCE SPEAKING EXPERIENCE

- Institute of Chartered Accountants of BC (ICABC), May 2012 & June 2013 – 250 attendees
- Professional Engineers and Geoscientists of BC (APEG-BC), October 2012 – 220 attendees
- Certified General Accountants Association of BC (CGABC), October 2013 - 350 attendees
- Certified Management Accountants Association of BC (CMABC), May 2013, 240 attendees
- Association of Consulting Engineering Companies of BC (ACECBC) – 120 attendees
- Chartered Professional Accountants Association (CPABC), December 2013 -250 attendees.



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