Lindley Gooden: Keynote Speaker, Journalist, Director, Advisor

LINDLEY GOODEN

Founder, Greenscreen London
Author, The Future of Truth (and How to Get There)
Co-host, The AI Values Podcast
Director of Strategic Dialogue, The AI Values Institute



Building Trust in the Age of AI

Trust is now every organisation's most valuable asset

AI can easily fake a CEO's voice, write a convincing news story and flood search results in seconds, and audiences are more sceptical than ever. So how does an organisation become the first, most-trusted source of information, advice and service? Lindley brings 30 years of newsroom and boardroom experience to that question, with fresh evidence, real stories and practical steps. Every talk is built for the room: financial services, media, tech, healthcare, government and risk.

Signature Talks

Building Trust in the Age of AI (30-45 mins, optional Q&A)
When AI can fake a voice, an email or a news story, what can people still believe? A practical framework for protecting trust and reputation.

The Commercial Value of Truth (20-60 mins)
Why trust is now a measurable commercial asset, and the premium trusted organisations earn. Delivered to the world's news publishers at the DistriPress Congress, Rotterdam, 2026.

The Future of Truth (30-60 mins, or a half-day workshop)
How mis- and disinformation work, why we fall for them, and how to fight back.

About Lindley

Lindley is a journalist, factual film director and Managing Director of Greenscreen, the multi-award winning factual creative agency he founded in 2005.

He was a Senior BBC Journalist and Consumer & Finance Correspondent for Sky News and Channel 5 News, and has interviewed more than 50,000 people over 35 years.
Greenscreen helps organisations to build trust through their communications, and trains their leaders to face the media. And Lindley's book, *The Future of Truth (and How to Get There)*, is now in its second edition.

Why Book Lindley

Fresh thinking, not a recycled deck: every session is shaped for its audience and sector | A practical framework - Truth, Trust and Transparency, built on the latest data and case studies | Speaks the language of reputational risk and board-level decisions, not just ethics | 20 years chairing leading UK events and webinars in financial services, AI, technology and utilities.

Why Trust matters today

#1

Mis- and disinformation ranked the top short-term global risk in 2024 and 2025
- *WEF Global Risks Report.*

36%

Revenue premium earned by news publishers their audiences trust
- *Lenfest Institute*

88%

Say trusting a brand is an important reason to buy, on a par with quality and value
- *Edelman Trust Barometer*

Stages & Podcasts

WAN-IFRA World Printers Forum and DistriPress Congress, Rotterdam, 2026 | MoneyLIVE and Insurance Innovators Summits: speaker, host and chair since 2008 | 2C2P Payments Summit, Singapore | The rail industry's National Safeguarding Conference 2025 | Co-host, The AI Values Podcast | Guest on ResiliencePod, The Resilient Journey, Hobcast Book Show and many others.

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