

Speaking Topics

Decisive Moments, Designed To Win

1. Designed to Win

Why it stays in the portfolio:

- This is the clearest expression of your expertise: high-stakes leadership.
- It creates a category you can own and defend.
- It aligns directly with what senior buyers actually book: decision-making, clarity, alignment.
- Competitors cannot match your combination of academic depth and facilitation experience in this lane.
- Bureaus want one signature keynote that defines the speaker. This is yours.

Strategic purpose: Anchor keynote. Category leadership. Bureau-friendly. Repeat-bookable.

2. The AI Confident Leader

Why it stays in the portfolio:

- Buyers are asking for AI content, but most AI speakers are either too technical or not credible enough.
- You have real credibility (Penn + model validation) and a leadership POV, which is rare.
- This positions you as the non-technical AI speaker decision-makers prefer.
- One AI keynote future-proofs your offering without repositioning your brand.

Strategic purpose: Market access. High-demand topic. Leadership-first AI differentiation.

3. Leading at the Speed of Change

Why it stays in the portfolio:

- Organizations are under pressure to execute faster.
- Most change keynotes are motivational, not operational.
- Your real-world experience with sprints, offsites, and alignment gives you a distinct advantage.
- This keynote creates a natural bridge into workshops and advisory work.

Strategic purpose: Execution-focused offering. Consulting pipeline. Organizational relevance.

4. The Human Advantage

Why it stays in the portfolio:

- Your strongest differentiator vs. competitors is your ability to connect, simplify, and engage.
- This keynote leverages that differentiator without drifting into “soft skills” territory.
- Human-centered leadership is a stable, evergreen category with consistent demand.
- It expands your buyer segments beyond senior leadership into HR, people leaders, and culture roles.

Strategic purpose: Differentiation. Broader market reach. High engagement. Evergreen demand.

Portfolio-Level Strategy

Why these four keynotes work together:

- They cover four distinct buying categories: leadership, AI, change, and people.
- None of them compete against each other internally.
- Each serves a different type of buyer and budget line.
- The portfolio allows bureaus to position you in multiple categories without diluting your brand.
- You avoid being boxed in as “the AI guy” or “the motivational guy” or “the futurist.”
- You build a category of one: decisive leadership across human, AI, and change contexts.