

Adam Markel

Resilience, Future of Work, AI & Change Management Expert

Adapt to Win: Unlocking the Power of Strategic Resilience to Lead Change and Fuel High Performance In a world defined by volatility, uncertainty, complexity, and ambiguity (VUCA), leaders and organizations must go beyond reactive responses to crises and instead build strategic resilience—a proactive, purpose-driven capability to absorb shocks, adapt intelligently, and emerge stronger. This keynote explores how cultivating strategic resilience and adaptability as core strategic assets enables leaders to navigate disruption, empower teams, and future-proof their organizations. Through a blend of real-world examples, research-backed insights, and actionable frameworks, participants will gain a deeper understanding of how to embed adaptive capacity into the culture, operations, and decision-making processes of their organizations. Key Learning Objectives Include: Differentiate Resilience Types: Gain clarity on operational vs. strategic resilience—and why mastering both is critical to long-term organizational success. Lead with Adaptability: Explore leadership practices that build psychological safety, agility, and team-wide adaptability in the face of constant change. Embed Resilience into Culture: Learn how to weave resilience into your organization's culture and strategy to thrive during times of transformation and uncertainty. This keynote delivers a strategic shift for leaders to embrace resilience not just as a reaction to disruption, but as a proactive driver of long-term success. By integrating strategic resilience into leadership, team dynamics, and daily operations, organizations can unlock greater consistency, adaptability, and impact across every level. With Adam's powerful insights, attendees will leave inspired, equipped, and ready to lead with confidence—leveraging the strength of their people, the support of their teams, and the adaptability that drives performance across the organization.

Resilience by Design: How to Future-Proof Teams & Thrive Through Uncertainty In today's demanding and fast-paced workplace, employees are being asked to do more with less, meet continuously increasing goals, and navigate constant change—all while maintaining peak performance. The cost of this relentless pressure is staggering: burnout alone costs businesses an estimated \$62 billion annually in health and safety expenses, not to mention the toll it takes on productivity, morale, and retention. The ability to sustain high performance in this environment isn't just about skill or effort—it's about developing "Change Resilience." Adam Markel brings a transformative perspective to resilience, drawing on a rich and diverse background that includes 18 years as a trial attorney, 9 years as a CEO, and even 7 years as a lifeguard on Long Island's beaches. For organizations, resilience is the unsung hero of success, creating a culture where well-being and performance go hand in hand. Without resilience, employees cannot meet the rising expectations placed upon them, let alone thrive within them. This dynamic presentation is designed for leaders and individual contributors alike, offering actionable strategies to build a resilient culture that prioritizes employee well-being while empowering individuals to excel. Through engaging stories,

audience participation, and practical tools, Adam educates audiences about what resilience is And what resilience is not. By integrating resilience into the core of organizational strategy and personal practice, individuals and teams can rise to meet the demands of constant change that defines today's workplace. Through engaging narratives and practical strategies, Markel elucidates how resilience is not merely about enduring but about thriving—transforming adversity into opportunity and growth. Key Learning Objectives Include: Overcome Change Resistance: Break through the fear of change and challenge the status quo, empowering your team to embrace transformation and drive innovation. Holistic Resilience: Understand how mental, emotional, physical, and spiritual well-being are interconnected and essential for sustainable high performance. Well-Being as a Performance Driver: Learn the most effective ways to cultivate workforce well-being and unlock creativity, productivity, and long-term employee success. Energy Management for Peak Performance: Discover strategies to maintain energy and focus, ensuring individuals can meet demands without sacrificing their health or happiness. Bouncing Forward: Shift the mindset from merely enduring challenges to leveraging them as opportunities for growth, adaptability, and innovation. This keynote delivers a strategic shift for organizations and individuals to embrace strategic resilience as the foundation for sustainable success. By integrating well-being into the core of their strategy, leaders and contributors alike can create a workplace where people not only meet expectations but exceed them—thriving in every sense of the word. Adam's insights will leave audiences inspired, equipped, and ready to embrace resilience as the ultimate performance advantage.

The Change-Proof Advantage: Equipping Teams to Embrace Change, Recover Smarter, and Create What's Next In a world where change is accelerating at an unprecedented pace, resilience and adaptability have become the cornerstone skills for thriving in the modern workplace. Adam Markel's keynote on Change Proof resilience offers a transformative framework for equipping individuals and organizations with the tools they need to not only navigate disruption but to lead innovation and achieve extraordinary success. Drawing from his extensive experience as a resilience researcher, bestselling author, and business leader, Adam provides a roadmap for cultivating resilience as a proactive, multifaceted skill set—one that empowers employees to embrace uncertainty, adapt to evolving challenges, and drive meaningful innovation. Through compelling storytelling and actionable strategies, Adam demonstrates how resilience is not just about enduring adversity but about leveraging it as a catalyst for growth and creativity. His latest bestseller, *Change Proof: Leveraging the Power of Uncertainty to Build Long-term Resilience*, underscores the importance of developing resilience before it's needed, emphasizing its holistic nature across mental, emotional, physical, and even spiritual dimensions. Key Learning Objectives Include: Empower Innovation: Learn how to foster an environment where creativity and big thinking thrive, even in the face of challenges. Combat Burnout: Strategies to recognize early signs of burnout and actionable steps to address and prevent it within your team. Build Resilience: Techniques for developing individual and collective resilience, enabling your team to perform under pressure and adapt to change. Drive Sustainable Success: Practical tools for sustaining a healthy, productive workplace that consistently achieves and exceeds goals. Overcome Change Resistance: Break through the fear

of change and challenge the status quo, empowering your team to embrace transformation and drive innovation. This keynote offers a transformative perspective on Change Resilience, emphasizing the critical role of resilience to achieve and sustain success in today's dynamic world. Through his compelling narrative and evidence-based strategies, Adam inspires a shift towards a more resilient, adaptable, and proactive approach to personal and professional challenges, leaving audiences energized, empowered, and ready to transform disruption into unprecedented success.

Re-Culture: The Got Your Back Blueprint: Building Trust-Driven Teams That Attract, Retain, and Thrive In today's fast-paced and high-pressure workplace, organizations face a critical challenge: how to create an environment where employees are there to stay, engaged and thriving. With talent shortages, rising turnover costs, and increasing burnout, the need for a workplace culture that fosters engagement, innovation, and resilience has never been more urgent. The solution? A Got Your Back (GYB) culture—one rooted in trust, collaboration, and mutual support. In this dynamic session, Adam Markel reveals how cultivating a GYB culture can transform your organization into a magnet for top talent while boosting engagement and retention. By prioritizing employee well-being and fostering a sense of belonging, organizations can create a thriving environment where individuals feel empowered to innovate, adapt, and perform at their best. This isn't just about keeping the talent you have—it's about attracting the talent you need to grow and succeed in an ever-changing world. Key Learning Objectives Include: Building Resilience: Equip your team with the tools to adapt to change, overcome challenges, and thrive under pressure. Attracting Top Talent: Discover how a supportive and collaborative culture becomes a competitive advantage in recruiting the best and brightest. Boosting Engagement: Learn strategies to enhance employee engagement by fostering trust, open communication, and a shared sense of purpose. Preventing Burnout: Identify early warning signs of burnout and implement actionable steps to create a healthier, more sustainable workplace. Driving Retention: Understand how a GYB culture strengthens loyalty, reduces turnover, and creates a workplace where people want to stay and grow. This session offers a powerful blueprint for creating a workplace that not only survives disruption but thrives because of it. By embracing a Got Your Back culture, your organization can unlock the full potential of its people, driving innovation, resilience, and long-term success.

Turning AI Anxiety into Innovation: Build a Culture of Innovation & Future-Ready Workforce AI is here to stay. Leaders who recognize its benefits and learn how to catalyze them to future-proof their teams will enhance productivity and retain a competitive advantage, regardless of the changes on the horizon. Embracing this transformative force for greater productivity, collaboration, stress mitigation, and overall employee well-being is critical. However, AI also presents a multitude of challenges that must be addressed in order to fully realize its benefits. In this dynamic and compelling conversation, Adam guides organizations through the intricate adoption of AI in the workplace, sharing effective strategies to empower teams and leaders alike to foster learning, growth and innovation. Key Learning Objectives Include: Understanding AI's Role in the Workplace: Gain insights into how AI technologies, like machine learning and data analytics, are reshaping traditional workplace practices and employee interactions. Enhancing Mental Health and Well-being: Learn

about AI-driven solutions that help in monitoring and improving employee mental health, including stress management and emotional well-being programs. Improving Work-Life Balance with AI: Discover how AI can streamline workflows and reduce workload, leading to a healthier work-life balance and preventing burnout. Building Adaptive Capacity: Learn strategies to strengthen adaptability, ensuring long-term success in an ever-changing marketplace. Transforming Adversity into Growth: Discover how resilience enables individuals and organizations to turn uncertainty around technology and other forms of disruption into innovation and sustained performance. This session is a call to action for leaders and organizations to embrace the dual power of resilience and AI, crafting a future-ready workforce capable of thriving in any environment. Together, we'll uncover how to navigate the currents of change with strength, adaptability, and purpose.

From Burnout to Breakthrough: Strategies for Protecting Profit, Performance & People

Burnout isn't just a wellness issue — it's a profitability crisis. Organizations lose an estimated \$322 billion annually to burnout-related turnover, disengagement, and reduced productivity. Yet most leaders still treat burnout as an individual problem rather than what it truly is: a systemic, solvable business challenge with measurable ROI. In this transformative keynote, Adam Markel delivers the business case and the blueprint for burnout avoidance — equipping leaders with research-backed strategies that protect performance, reduce attrition, and unlock sustainable competitive advantage. Drawing from Re-Culture, Change Proof, and two decades of organizational resilience research, Adam reveals why the world's highest-performing companies embed burnout prevention into their culture, operations, and leadership practices — and exactly how your organization can do the same. This is not a lecture on self-care. This is a strategic framework for building resilient, high-capacity teams that consistently outperform without burning out. Adam shows leaders how to identify early-stage burnout signals, implement tangible energy management systems, and create a "Got Your Back" culture where people feel supported, engaged, and equipped to thrive under pressure. Key Learning Objectives Include: Understand the true cost of burnout — and the ROI of preventing it, including measurable impacts on retention, healthcare costs, productivity, and innovation. Learn the four domains of resilience that fuel sustainable performance: mental clarity, emotional regulation, physical energy, and purpose-driven motivation. Gain practical, immediately actionable tools for reducing team stress, managing workload intensity, and building recovery rhythms into daily operations. Discover how to build a "Got Your Back" culture that reduces isolation, strengthens trust, and creates environments where burnout is systematically avoided. Identify burnout warning signs before they escalate — and deploy early intervention strategies that protect both people and performance. Leave with a repeatable system for embedding burnout prevention into leadership development, team norms, and organizational design. This is the keynote that turns burnout from an inevitable cost into a preventable risk — and resilience into your organization's most powerful competitive advantage.