

Afdhel Aziz

Expert on Business as a Force for Good, Employee Engagement, Purpose, Values Driven
Storytelling

Filling the Hope Gap *The Leadership Skill That AI Cannot Replace* In the age of AI, your people have never had more data – yet they have never felt more despair. Gallup’s 2026 research confirms that hope — not trust, not charisma, not authority, not a compelling strategy deck — is the single most important thing followers need most from the leaders in their lives. The leaders who will define the next decade are not the ones with the best answers. They are the ones who can make the future feel possible again. This is the key to unlocking engagement, innovation and growth at every level. In this powerful and insightful keynote, Afdhel gives senior leaders a practical five-step framework for hopeful storytelling that closes the Hope Gap at every level of the organization — turning the invisible drag on performance into a named, measurable, solvable leadership challenge. Leaders don’t just leave feeling hopeful. They leave knowing exactly what to do differently on Monday morning.
Available as a keynote or half-day workshop.

Find Your Story. Fill the Hope Gap. *How Every Person In This Room Finds The Story That Changes Everything* Disengagement doesn’t happen because people stop caring. It happens because they lose the story of why their work matters. Gallup’s research shows that hope is the foundational human need — the one whose presence most reliably lifts people from merely functioning to genuinely thriving. And yet the Hope Gap doesn’t just exist between leaders and organizations. It exists inside each person in the room: the distance between who they are and the contribution they feel they’re actually making. No benefits package, no town hall, no engagement survey closes that gap. What does is something more personal and more lasting: helping each person find their own GPS to Purpose — the intersection of their unique Gifts, their deepest Passions, and their capacity for Service — and showing them how that intersection connects directly to the work they do every day. In this keynote, Afdhel brings his GPS to Purpose framework — drawn from his bestselling book and proven at companies including Disney, Google, and Coca-Cola — to life in a way that is equal parts energizing and immediately actionable. Each person leaves not just re-inspired but re-oriented: with a clearer sense of who they are, why their contribution matters, and how to become the hopeful storyteller their team and organization desperately needs right now.
Available as a keynote or half-day workshop.

Filling the Hope Gap with a Solutionary Mindset *How to Build a Culture of Hope-Driven Innovation* The most audacious innovators Afdhel has encountered — across five hundred conversations for his Forbes column and as Executive Producer of The Solutionaries with TIME Magazine — don’t close the Hope Gap with better resources or better technology. They close it with something rarer and more teachable: the Moral Imagination. The capacity to feel the distance

between the world as it is and the world as it should be — and to experience that gap not as a market opportunity, not as someone else's problem, but as a personal design brief. A calling. A story worth telling with everything you have. That capacity is what separates the brands people believe in from the brands people merely buy from. It is what separates innovation cultures that generate the future from those that spend their energy reacting to it. And according to Gallup's own research, it is what drives the kind of hope that makes teams not just more engaged — but measurably more likely to thrive. In this keynote, Afdhel shows marketing and innovation leaders how to cultivate the Solutionary Mindset across their teams — building a culture that doesn't just respond to disruption, but generates the ideas that everyone else will have to respond to. *Available as a keynote or half-day workshop.*