

Holly Ransom

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The Mattering Effect: People-Powered Change That Sticks. Transform resistance into momentum. Build trust through meaningful inclusion. Create change that sticks. **Strategy sets the direction. People drive the outcome.** Change isn't slowing down — but the way we lead it must catch up. Despite billions invested in transformation—and with every change journey consuming 10–15% of project spend—more than 70% **of change efforts fail**, leaving behind fatigued teams, wasted resources, and mounting cynicism. The issue isn't strategy—it's execution at the human level. Change falters when trust is thin, ownership is low, and people feel like passengers rather than drivers. The solution? Rethink transformation as a human performance strategy. McKinsey research shows organisations that engage 21–30% of employees in transformation roles achieve the highest shareholder returns—yet most involve just 2%. In this keynote, **Holly Ransom** delivers a modern blueprint for making transformation stick by activating the one resource most leaders overlook: people who believe they matter to the mission. Rooted in behavioural science and real-world impact, Holly's **Three Pillars of High-Precision Change** equips leaders to: **Energise through ownership** – Tap collective intelligence with strategic co-creation from the outset. **Accelerate through trust** – Anticipate resistance and adapt fast using tools like pre-mortems and rapid redesign. **Empower through recognition** – Reinforce the everyday leadership it takes to question, challenge, and move forward through uncertainty. In a world moving this fast, strategy alone won't save you. The organisations that outperform will be the ones where people aren't just compliant — they're committed. This is the keynote that shows you how to make that happen.

The High-Performance Code: Making Great Teams Extraordinary. Sustained excellence isn't an accident—it's engineered. When CEOs are asked what keeps them up at night, it's rarely technology or competition. It's this: "How do I get my people to perform at their absolute best?" It's a question worth \$300 billion when you consider the global spend on performance improvement initiatives. Yet despite this massive investment, high-performing teams remain the outliers. In fact, one study found just 30% of workplace teams are considered truly high-performing. That's because most organisations focus on systems and outputs—while elite teams focus on what truly drives results. They've cracked the code on making the right things matter—consistently, culturally, and under pressure. And above all, they've figured out how to make their people matter. In this high-performance keynote, **Holly Ransom** takes audiences inside the playbooks of elite teams—from NASA to the All Blacks, British Rowing, and Pixar. Backed by behavioral science and real-world application, she introduces her **High-Precision Performance Framework™**—a practical model to help leaders engineer clarity, consistency, and self-sustaining excellence in their own teams. You'll learn **The Three Pillars of High-Precision Performance: Sharpen what you measure** – Focus on

the few metrics that drive 80% of impact, and create fast feedback loops that turn insight into action. **Systemise how you perform under pressure** – Embed repeatable routines that fuel consistency, resilience, and recovery—especially when the stakes are high. **Scale performance through culture** – Hardwire high standards into team rituals and environments, so excellence spreads and sustains over time. When your people know what matters most and feel they matter to the mission, you don't just get better performance—you unlock the kind of breakthrough results that redefine what's possible.

Break Through The Noise With Messages That Matter. Cut the noise. Amplify what matters. Transform results. **Here's a modern paradox: We've never had more ways to communicate, yet we've never been more disconnected. We're drowning in information but starving for meaning.** Companies of just 100 people spend about 17 hours a week clarifying unclear communication, while unnecessary notifications, messages, and meetings waste a total of 25 billion hours of work each year according to Atlassian research. And the financial impact? a \$1.2 trillion productivity drain in the US alone. We're burning time and energy on communication that isn't moving the needle. It's the embodiment of Groucho Marx's brilliant observation: *"The biggest problem with communication is the illusion that it happened."* In this meaningful keynote, renowned leadership expert Holly Ransom shares how to break through the noise and communicate in ways that drive connection, clarity, and action. Drawing on cutting-edge research, real-world case studies, and her exclusive **Mattering Matrix**, Holly helps leaders navigate the attention economy, authenticity overload, and purpose fatigue—replacing noise with signal. Join Holly Ransom for this game-changing keynote and learn **The Three Pillars of High Precision Communication: Cut through the noise** – Translate what matters quickly and connect purpose to performance in every message. **Build meaningful connection** – Design communication systems that create trust, belonging, and impact across diverse audiences. **Streamline for value** – Eliminate clutter and make every message Relevant, Resonant, and Remembered through the 3R Method. Transform your organisation's communication from a source of overwhelm to your greatest competitive advantage.