LAI Leading Authorities, Inc.

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ACHIEVE THE IMPOSSIBLE Adaptability is the key to survival. As industries face constant flux, the ability to adapt hinges on embracing a mindset shift. By fostering a culture of openness to change, resilience, and innovation, businesses can effectively navigate uncertainty and seize new opportunities with confidence. In this keynote, Jessica ignites a spirit of innovation and underscores the transformative potential inherent in setbacks—they serve as pivotal moments for resilience to flourish. This paradigm doesn't only endorse resilience, creativity, and adaptability but actively cultivates them, laying a sturdy foundation for navigating the ever-changing landscape. KEY TAKEAWAYS: Recognize adaptability as a cornerstone of success and develop the mindset needed to thrive in dynamic environments Capitalize on emerging opportunities and leverage setbacks as catalysts for innovation Develop a sturdy foundation for navigating change with resilience, creativity, and adaptability Explore strategies for embracing change with confidence and agility Gain practical insights into how to effectively navigate complexities and challenges while maintaining focus on organizational objectives IDEAL AUDIENCE: Entrepreneurs Emerging Leaders Employee Resource Groups Students

THINK OUTSIDE THE SHOE Organizations must adopt a problem-solving mindset as a driving force for change, recognizing challenges not as obstacles but as opportunities for growth. When teams build a culture that encourages proactive problem solving, businesses can effectively navigate complexities, adapt swiftly to evolving landscapes, and thrive in dynamic environments. In this keynote, Jessica sheds light on the power of unconventional thinking by urging audiences to embrace innovative solutions. By thinking outside the shoe, teams can reframe their perspectives to approach problems with curiosity, ingenuity, and boundless creativity. KEY TAKEAWAYS: Understand the importance of a problem-solving mindset as a key to overcoming challenges Learn to reframe challenges as opportunities for growth and development, seeing obstacles as catalysts for innovation Discover techniques for embracing unconventional thinking and fostering a culture of creativity within teams and organizations Explore real-world examples of unconventional thinking to drive innovation and achieve breakthrough results Develop skills and tools for cultivating a culture of innovation, encouraging experimentation, risk-taking, and creative problem-solving IDEAL AUDIENCE: Marketing Professionals Designers Tech Professionals Product Innovators

AVIATE, NAVIGATE, COMMUNICATE Navigating change involves prioritizing three actions: aviating, navigating, and communicating. "Aviating" involves maintaining a steady course amidst turbulence, similar to a pilot ensuring the stability and control of an aircraft during fight. "Navigating" entails charting a clear path forward by assessing the current landscape, identifying potential obstacles, and plotting the most effcient route to reach desired destinations. Finally, "communicating"

is essential to ensure alignment, foster collaboration, and maintain morale throughout the change process. Drawing from her own experiences, Jessica shows how setbacks can be reframed as opportunities for growth. By accepting failure as a natural part of the journey, teams can cultivate a culture of resilience that allows them to bounce back stronger than ever before. KEY TAKEAWAYS: Learn strategies for navigating change, including proactive planning, strategic decision-making, and adapting to evolving circumstances Explore techniques for maintaining stability and control amidst turbulence Develop skills for charting a path forward, assessing the landscape, identifying obstacles, and creating adaptable plans Understand the importance of continuous evaluation and adjustment in navigating change Discover strategies for fostering resilience and agility to embrace change, overcome challenges, and seize opportunities for growth IDEAL AUDIENCE: Executives and Fortune 500 leaders Entrepreneurs Salespeople