

JoAnne Bass

19th Chief Master Sergeant of the Air Force (CMSAF), Prominent Voice on Leadership

Securing Tomorrow: Challenges and Opportunities in National Defense In an era defined by rapid technological change and global uncertainty, national security is now a whole-of-society effort. With over three decades of service and her tenure as the U.S. Air Force's top enlisted leader, Jo Bass unpacks how cyber threats, strategic competition, and emerging technologies are reshaping our defense posture. She explores how leaders can play a vital role in building resilience and safeguarding threats. This talk equips audiences with a broader understanding of national security and their place within it.

Leading Without Limits: Building Cultures That Thrive Through Change What does it take to lead when the stakes are high and the future is uncertain? Jo Bass shares the leadership principles that guided her rise to the highest enlisted position in the U.S. military, with lessons that resonate far beyond the uniform. From empowering teams across generations to driving innovation under pressure, she reveals how leaders can break down silos, challenge convention, and build cultures that thrive in complexity. This session offers actionable insights for anyone tasked with navigating today's rapidly evolving organizational landscape.

The Power of the Message: Strategic Communication That Inspires Action In high-stakes environments, communication is a strategic asset. Jo Bass reveals how clear, intentional messaging can galvanize teams, shift culture, and drive alignment even amid chaos. Drawing from her experience leading 600,000 Airmen during some of the most dynamic years in recent military history, she shares practical frameworks for delivering hard truths, fostering trust, and amplifying purpose. Audiences will leave with tools to elevate their communication and influence at every level.