LAI Leading Authorities, Inc.

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Sell for Impact: Value-Based Selling & Winning Customers in the Era of Complexity. The commercial landscape has fundamentally transformed. Today's buyers are more sophisticated, self-directed, and simultaneously overwhelmed — leading 7 out of 10 CEOs to view their traditional growth strategies as obsolete. Sales teams are navigating: Less time with decision-makers More stakeholders involved and longer decision cycles Margin pressure and intense competition Higher expectations for differentiation A mandatory focus on evidence-based ROI Sales transformation today requires a more strategic approach. By automating the tangible, sellers can leverage data and technology to create the necessary capacity for what truly drives growth: establishing trust, co-creating solutions, and navigating the 'human' friction inherent in every high-stakes deal. The modern customer expects more, yet they are more paralyzed than ever. Research shows that 74% of buying teams—and nearly every modern consumer—are stalled by competing priorities and the paradox of choice…making the seller's ability to transfer belief just as important as the solution itself. **Value-Based Selling is how commercial teams close that gap.** Ryan Estis — bestselling author, sales transformation expert, and former Fortune 500 Chief Revenue Officer (CRO) — delivers real-world strategies rooted in what works now. Through dynamic storytelling, proprietary research, and actionable frameworks, *Sell for Impact* is a high-energy, high-impact sales keynote designed to equip modern sellers with the confidence and capability to accelerate decisions and create a distinct competitive advantage. Sellers leave prepared to earn greater customer access, position value over price, elevate buyer confidence from a position of expertise, and drive decisions to close — even in complex, consensus-driven buying environments. Audience Outcomes Participants leave with renewed confidence, sharper skills, and practical tools to immediately elevate sales performance including: The Innovation Imperative: Leverage AI and automation as force multipliers — creating capacity for strategic insight and high-value customer presence. The Value Exchange: Engage buyers with a compelling position of value. Reinforce the truth that customers don't buy on price — they default to price in the absence of value. The Transference of Belief: Move beyond the transaction to deep customer intimacy. Build trust and conviction through sophisticated questioning and narrative design. The Commitment Accelerator: Invite resistance to surface hidden barriers, reduce uncertainty, and guide decisions to their natural conclusion — the agreement. Humanize the Intangible: Differentiate through authenticity, expertise, and insight — transforming transactions into long-term partnerships. Competitive Readiness: Cultivate a growth mindset, learning agility, and emotional resilience required to compete, win, and sustain peak performance. The 8:01 Moment: Leave with a clear action plan to create momentum at 8:01 Monday morning, when insight turns into execution. **The Future of Growth Is Human** In a world of accelerating technology, rising expectations, and relentless change, one truth remains clear: **Companies grow when people do.**

Sell For Impact shows sellers how to establish trust, deliver value and compete to win client partnerships, today and into the future.

Human-Centered Leadership: Leading High-Performance Teams in the Era Complexity. Today's leaders are operating in a world defined by constant disruption — artificial intelligence reshaping work, distributed teams redefining collaboration, and unrelenting pressure to deliver results while protecting culture, engagement, and well-being. The demands of this environment require a new leadership model. The modern knowledge worker doesn't want to be managed — they want to be developed, supported, and inspired. They expect leaders who invest in growth, foster psychological safety, communicate with clarity, and connect daily work to a meaningful purpose. Yet according to Gartner, fewer than half of today's managers feel prepared for this expanded role. **Human-Centered Leadership is how organizations close that gap.** This high-impact leadership keynote reframes the job of leadership — shifting the focus from managing outcomes to unlocking contribution, ownership, and sustainable high performance. When leaders create the conditions for people to thrive, results follow. Ryan Estis — bestselling author, former Fortune 500 Chief Revenue Officer, and trusted advisor to hyper-growth organizations — is at the forefront of the Human-Centered Growth movement transforming the future of work, leadership, and organizational culture. Blending compelling storytelling with research-backed insights and actionable frameworks, Ryan equips leaders to build trust-based, psychologically safe, high-performance teams that thrive in complexity, adapt to change, and lead confidently in the age of complexity Audience Outcomes Participants leave with clarity, confidence, and practical tools to immediately elevate their leadership impact: Be the Catalyst: Develop a future-ready leadership mindset. Convert clarity into alignment, potential into capability, and intention into decisive action. Start With Self: Strengthen leadership presence through self-awareness, emotional intelligence, and resilience — creating the conditions for trust and contribution. Unleash Human Potential: Move beyond managing activity to coaching capability. Empower ownership, accountability, and discretionary effort across teams. Champion Culture: Leverage trust, psychological safety, and collaboration as force multipliers that fuel sustained excellence. Communicate With Courage: Align without controlling. Unite teams around shared purpose, priorities, and performance expectations. Craft a Personal Leadership Vision: Embrace leadership as a responsibility — driving results while leaving a meaningful, lasting impact on people. Momentum Through Harmony: Synchronize business objectives with employee well-being and stakeholder value for long-term success. The 8:01 Moment: Walk away with a clear action plan for the most important minute of the week — 8:01 Monday morning — when leadership intention becomes leadership mobilized execution. **The Future of Growth Is Human** In a world of accelerating technology, rising expectations, and relentless change, one truth remains clear: **Companies grow when people do.** Human-Centered Leadership shows leaders how to build agile teams, unlock human potential, and deliver extraordinary results — today and into the future.