LAI Leading Authorities, Inc.

Seth Mattison

Leadership, Culture and Future of Work Strategist

The Human Advantage: The Strategy for Winning in the Age of Machines As we find ourselves propelled into the age of AI commoditization and hyper change, it can be challenging not to think that technology will erode our value and machines will take much of our work. For humans and organizations to thrive in this new era, we must reimagine humans' role and the value created by connecting to the parts of our work that only we can do. Because, while machines might replicate the work, they'll never reflect the soul. They might take tasks, but they can't take heart. It's here, we find our edge. Leveraging our human advantage isn't just about helping to connect to more meaningful work. It's about connecting with the market on a level that algorithms can't. It's about being so uniquely human that customers can't help but pay attention and employees can't help but love their work. Let's unleash the power of people. **Key Takeaways** Embracing our Humanity: Tap into the irreplaceable aspects of human creativity, empathy, and emotional intelligence that drive meaningful work and innovation. Differentiating Authentically: Stand out in the AI era by forging genuine, human connections to create standout customer experiences that algorithms can't replicate. Deepen Customer Connections: Go beyond digital to build personal human touchpoints to create a bond that feels authentic and irreplaceable. Unleashing Workforce Potential: Foster a culture where passion, purpose, and personal investment are at the forefront, making every task and interaction distinctly human and impactful.

Made With Love: The Key Ingredient to Unlocking Competitive Advantage In a world where societal disconnection, business uniformity, and AI-induced role uncertainty converge, we face a profound crisis: individuals feel isolated and purposeless, brands grapple to differentiate and stand out, and professionals fear the diminishing essence of their work and identity. In the wake of these changes a new strategy emerges for humans and organizations to thrive by embracing our most unique and powerful human asset – love. Not romantic love, but love as an energetic force of creation, the innate desire to build, create, express, and innovate. To put love to work by creating brands, products, and experiences that deeply resonate with customers and employees. Through captivating stories and actionable insights, we delve into a profound realization shared by high-performing groups: love is more than a feeling; it's a tactical advantage. This isn't about finding work you love; it's about infusing love into the work you do, leveraging it as a force of innovation, a nurturing tool for expansion, and a guiding principle for decision-making. **Key Takeaways** Embracing Love Strategically: Learn to put love to work as a creative and strategic asset in your organization. Innovating with Passion: Discover how infusing love into work can unlock creativity and resonate with customers and employees. Differentiating Brands with Love: Leverage love to make your brand stand out and create meaningful customer experiences. Decision-Making through Love: Apply a love-centric approach to enhance empathy and compassion in strategic choices.

Obsession: Building a Business and a Brand People Love In a world where ‘good’ is no longer good enough, the magic happens when brands crack the code on going from being liked, to being loved, from being a choice to an obsession. This isn’t just business as usual; it’s about creating movements and crafting legacies where brands don’t just exist in the market, they live in the hearts of customers. The journey is about making every transaction a story of transformation, kindling a fire of loyalty and passion in your audience by reflecting their innermost desires and values through your brand. Authenticity isn’t just a buzzword here; it’s the linchpin of this strategy, making each interaction not just memorable but transformative. The goal is to elevate your brand from a mere option in the marketplace to a symbol of devotion and obsession, resonating deeply and meaningfully with those it serves. **Key Takeaways:** Elevating Brand Experience: Transform your brand from just another option to an essential part of customers’ lives. It’s about creating experiences that resonate deeply, turning customers into passionate advocates. Crafting Transformative Stories: Make every interaction a story of transformation. It’s about connecting your brand’s narrative with your customers’ desires and values, creating a powerful emotional bond. Fostering Authentic Connections: Build authenticity into every aspect of your brand. Genuine, heartfelt engagements are key to moving from mere transactions to memorable, transformative experiences. Igniting Customer Passion: Kindle a fire of loyalty and devotion in your audience. Aim to reflect and amplify their innermost desires through your brand, making it a symbol of their own values and aspirations.

Teams on Fire: Igniting High Performance Cultures In a world of rapid transformation, hyper competition, and a labor market tighter than ever, leaders today face the difficult task of not only attracting and retaining great people but enabling those individuals to perform at their highest potential in and across teams. But what sets apart the highly successful, resilient, and agile teams from the rest? Surprisingly, it’s not about individual team member’s skills, competencies or even potential. The secret to enabling high performance lies in leadership’s ability to foster the routines, rituals and habits that unlock connection, trust, belief, standards of excellence, and a compelling vision of the future. Backed by two decades of research on the future of work, leadership and teams, this program will unpack the key drivers needed to help leaders create exceptional teams capable of delivery results and committed to the customer, the mission and each other. **Key Takeaways:** Insight on the new state of talent. Actions for attracting and retaining top talent. Strategies for unlocking connection and greater collaboration. Perspective on the key drivers of high-performance.

The Future-Ready: Strategies to Adapt and Thrive in a Changing World In a world that’s rapidly evolving, understanding how to navigate the new landscape is crucial. We’re all aware of the change, but the real task is developing a future-ready strategy that’s attuned to the shifting expectations of customers and employees. This is an era calling for a shift in leadership focus – placing people and their needs at the forefront. Traditional leadership models are becoming outdated amidst these changes. What’s needed now is a leadership style that’s as dynamic and adaptable as the environment we operate in. This new paradigm of leadership is about more than just management; it’s about forging genuine human connections, aligning teams around a shared vision, and cultivating a workplace where every individual is acknowledged and valued. **Key Takeaways:** Understanding

Emotional Intelligence is Key: Learn how to ditch the old playbook and embrace emotional intelligence. It’s about listening, really listening, to your team and understanding what makes them tick. Unlocking Fearless Freedom: When we create environments where people feel free to take shots, make mistakes, speak up, step back, and lean in, we unlock next level performance. Recognizing Empowerment is the New Control: Discover how letting go is the new holding on. Empower your team to take the reins, make decisions, and drive outcomes. It’s about trust, and it’s about time. Embracing Authenticity Above All: Learn how to lead with authenticity. Cut the corporate speak and connect with your team as real people. It’s about building trust, fostering genuine connections, and creating a culture where everyone can thrive.