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THE UNEXPECTED POWER OF BOUNDARIES: RETHINKING THE RULES, RISKS, AND REAL DRIVERS OF INNOVATION Most leaders are taught that growth comes from removing limits, expanding options, and saying yes to more. The data tells a different story. When everything is possible, teams stall, decisions blur, and the boldest ideas get watered down to please everyone. Boundaries, set deliberately, do the opposite. They sharpen focus, accelerate decisions, and make courage the rational choice. In this signature keynote, Sheri Jacobs draws on original research, her experiences as a wildlife photographer covering assignments on all seven continents, and the central ideas from her book The Unexpected Power of Boundaries to show audiences how to turn constraints into a strategic advantage. Through frameworks like the Creativity Code, Risk Capacity vs. Risk Tolerance, and the Risk Capacity Gap Score, attendees learn how to set boundaries that protect what matters, free people to take smart risks, and channel creative energy into measurable results. This is not a talk about saying no. It's about designing the fence that gives your team the freedom to run. **Key Takeaways Reframe Constraints:** Replace the scarcity story about limits with a research-backed model that treats boundaries as fuel for innovation. **Build A Culture that Builds a Viable Path to Growth:** Create the conditions where teams take real creative risks because the guardrails are clear. **Make Better, Faster Decisions:** Use the Why/What/How framework and the Risk Capacity Gap Score to cut through ambiguity and align teams quickly. **Designed for Leaders and Teams:** Built for those drowning in options, frustrated that psychological safety has produced more comfort than courage, and ready to give their teams a clearer playing field so bigger, braver work can happen

AI, HUMAN JUDGMENT, AND THE BOUNDARIES THAT SPARK INNOVATION AI is changing every industry, every business model, and every customer expectation. But while most conversations focus on tools, trends, and disruption, leaders are left trying to answer a more practical question: what should we do with this? In this thought-provoking and highly practical keynote, Sheri Jacobs helps leaders cut through the hype to understand where AI creates real value, where human judgment matters most, and why the right boundaries are often the key to smarter innovation. Using examples from companies, associations, startups, and global brands, Sheri explores how organizations can embrace AI without losing creativity, strategic focus, or the human insight that drives great decisions. Rather than treating AI as a replacement for people, this keynote reframes it as a tool that works best when paired with clear thinking, intentional constraints, and strong leadership. **Key Takeaways: Understand Where AI Creates Real Value:** Learn where AI delivers meaningful results and where human judgment, creativity, and experience remain essential. **Make Better Decisions in an AI-Driven World:** Use a practical framework for evaluating opportunities,

avoiding distraction, and focusing on what matters most. **Use Boundaries to Drive Better Innovation:** Discover how constraints, guardrails, and intentional focus lead to stronger ideas, faster execution, and more innovative thinking. **Designed for Leaders Who Are:** Trying to understand how AI applies to their organization, feeling overwhelmed by the pace of change, and searching for a balanced, realistic conversation that moves beyond hype and fear.

CREATING RAVNG FANS IN A DISTRACTED WORLD Every organization wants loyalty. The challenge is that most leaders are chasing it the same way everyone else is: more benefits, more content, more communication, more noise. But the organizations people truly love, from Disney to startups to associations and brands like SurePayroll, approach loyalty differently. In this energetic, story-filled keynote, Sheri Jacobs shares practical lessons from organizations that have built passionate customers, members, and communities by creating experiences people actually want to talk about. Drawing from decades of work with companies, associations, and fast-growth organizations, Sheri breaks down the surprisingly simple shifts that turn casual customers into committed advocates. Through relatable stories, unexpected examples, and immediately usable ideas, audiences will learn how to create stronger emotional connection, deliver value people can feel, and build the kind of loyalty that keeps customers coming back and bringing others with them. **Key Takeaways: Design for Devotion, Not Just Transactions:** Move past short-term incentives to the experiences and identity markers that drive long-term commitment. **See What the Data Really Says:** Replace assumptions about loyalty and engagement with patterns drawn from a uniquely large research base. **Rebuild a Value Proposition That Holds:** Use a tested framework for articulating value in language that prospective and current customers actually respond to. **Designed for Leaders Who Are:** Watching engagement and retention flatten despite adding programs and perks, trying to win the next generation without losing the current base, and ready to make evidence-based decisions about where to invest.