Colin Coggins & Garrett Brown

Mindset & Behavioral Strategists, Business Transformation Experts, Popular USC Professors of Entrepreneurship

The Future of Work Is Still Human: Thriving in the Age of AI. In this high-energy and forward-looking keynote, Colin Coggins and Garrett Brown take audiences on an eye-opening journey into the future of work — one where the most valuable skills are not technical, but deeply human. As AI reshapes industries and roles, it's the qualities that are substantially harder to automate — like curiosity, creativity, adaptability, and authenticity — that are becoming the true differentiators when it comes to leveraging AI and unlocking growth. They talk about asking questions most people don't want to know the answers to, vibe coding (no matter what your role is), being a knower versus a learner, authentically influencing others, and elevating connection through communication in any room or team as key leadership and performance skills in the AI era. Participants will gain a new understanding of how to cultivate the self-awareness, communication style, and curiosity that will set them up for the next era of work.

Re-Thinking Leadership: Be a Teammate, Not Just a Coach. With decades of experience as transformational leaders and executives of purpose-driven, revenue-forward companies, Colin Coggins and Garrett Brown introduce a surprising approach to leadership that is rooted in connection, optimism, intentional ignorance, emotional intelligence, and embracing the agency we have to show up as our authentic selves each day. Drawing from their own experiences as leaders, as well as the experiences of the famous leaders and elite performers they interviewed for their *Wall Street Journal* bestselling book *The Unsold Mindset*, Colin and Garrett lead an upbeat session complete with entertaining stories and thought-provoking, actionable takeaways for how anyone can level up as a leader. As they reveal, the most successful leaders share many of the same habits — beginning with a seemingly counterintuitive mindset that rewards authenticity with influence and impact. The insights they share show audience members how to gain support for their ideas, creatively solve problems, spark high-performing cultures, and inspire and bring out the best in others — all while remaining true to their own purpose and values.

Transform, Don't Transact: Impactful Strategies for Selling Anything and Everything. For anyone looking to gain buy-in for an idea or spur others to take a next action — be it to join a mission, make a purchase, or change their mind — transformational leaders and change agents Colin Coggins and Garrett Brown present forward-thinking ideas and practical strategies for how to move from transactional to transformational cultures in order to create enduring value, foster loyalty, and drive sustained growth. Amid their fun banter and stimulating anecdotes, Colin and Garrett explore the limitations of transactional thinking and demonstrate why relationship-centric organizations are more optimally positioned to thrive in dynamic business environments. Their

paradigm-shifting insights put the wheels in motion for how teams and individuals can move people to the center of their business strategies and cultivate deep, meaningful relationships that translate into tangible value for all parties involved.

Showing Your Work: The Authentic Guide to Change Management. With change being the only constant in business, Colin Coggins and Garrett Brown reflect on their own experiences as agents of change within the organizations they helped evolve to present a gripping session on the art and science of change management. Together, they discuss the core mindset principles of some of the greatest leaders on the planet, and why it's crucial for success in modern organizations. They provide time-tested frameworks, tools, and tactics for planning and executing change initiatives, inspiring teams to embrace and adapt to change, communicating goals and progress to stakeholders, addressing resistance, and working through the complexities of change to see successful culture transformation through to the end.

Transformation Workshops. Colin Coggins and Garrett Brown offer a multitude of opportunities to work more closely with organizations and individuals on specific areas of focus. They draw from their experiences leading teams, teaching students, advising entrepreneurs, and collaborating with sales, marketing, leadership, and executive teams to lead transformation workshops that are designed to support groups in putting their plans to action as they look to upskill themselves, and grow and innovate their businesses. From one-day training programs and multi-day learning and development events to serving on advisory boards, coaching teams, and long-term consulting, there are various ways to bring Colin and Garrett's knowledge and energy to your organization, or to add a deeper level of engagement at your event. In their customizable workshops, they create programs and share valuable expertise on: Authenticity Transformational and growth mindset Sales Culture shifts Purpose Optimism Creativity Feedback Storytelling Interviewing and hiring