Frankie Russo

8X Inc. 500 Founder, Entrepreneur, Bestselling Author of Breaking WHY and The Art of WHY

GENERATION AI: Augmenting Human Potential in a World Where No One Gets Left Behind In this thought-provoking keynote, tech innovator Frankie Russo challenges the notion that artificial intelligence will replace human workers, demonstrating instead how AI offers unprecedented opportunities to augment human capabilities and drive transformational growth. Through engaging case studies and his recent TED Talk insights, Frankie shows how tapping into authenticity, imagination, and creativity – your "weird" – is key to thriving in the machine age. You'll discover how forward-thinking organizations are partnering with AI to reconnect with uniquely human qualities and achieve breakthrough results. **Audience Takeaways: AI as Your Copilot:** Identify tasks where AI excels while developing the distinctly human skills that technology cannot replicate **Collaborative Innovation:** Learn to partner with AI tools to transform imagination into reality, generating novel solutions and bringing surprising possibilities to life **Customer-Centric Growth:** Leverage AI to create extraordinary experiences while streamlining operations, doing more with less for both your organization and customers **Ethical AI Implementation:** Develop frameworks for responsible AI adoption that amplifies human potential while navigating complex ethical considerations

LIMITLESS GROWTH: Creating an Infinity Loop of Transformation Break free from operational stagnation and outdated approaches by reconnecting with your organization's core purpose. In this transformative session, Frankie Russo reveals how embracing your organization's unique "WYRD" – the Old English term for controlling one's destiny – creates an infinity loop of growth in today's evolving business landscape. Drawing from his experience as a tech innovator and leader of an 8-time Inc. 500 company, Frankie demonstrates how to build essential strategies fueled by rediscovered creativity, authentic leadership, and collaborative innovation. **Audience Takeaways: Unlocking Organizational Potential:** Identify specific barriers blocking evolution and leverage key inflection points that create unprecedented growth opportunities **Mastering the Infinity Growth Loop:** Explore the critical phases of continuous improvement and activate collective ingenuity to lead your organization forward **Empathy-Driven Innovation:** Harness the power of holistic understanding to drive every phase of the growth loop, creating an unstoppable culture of transformation **Strategic Implementation Framework:** Leave with a practical roadmap for translating transformational concepts into actionable initiatives that deliver measurable results.

LOVE YOUR WEIRD: The Surprising Key to Continuous Growth in the New World of Work Transform your organization by encouraging teams to tap into their authentic passions and unique characteristics. Through Frankie's signature blend of humor and actionable insights, this keynote helps your people discover how "loving their weird" – their distinctive strengths and perspectives – can drive innovation and sustainable growth. Drawing from his experience building an 8-time Inc. 500

company, Frankie shows how authenticity, imagination, and collaboration create the foundation for breakthrough results in today's rapidly evolving marketplace. **Audience Takeaways: Authenticity as Competitive Advantage:** Learn how encouraging teams to embrace their unique talents drives creativity and creates distinctive organizational culture **Imagination at Work:** Discover practical frameworks to cultivate environments where innovative thinking flourishes and cross-functional collaboration becomes second nature **Building a Culture of Continuous Growth:** Gain customized insights to address your organization's specific challenges, leaving your team inspired and equipped to implement solutions that fuel sustainable growth **Overcoming Innovation Barriers:** Identify and dismantle the psychological and structural obstacles that prevent teams from bringing their full creative potential to work

EXTRAORDINARY ENGAGEMENT: Transforming Organizations When People Love What They Do In this authentic and powerful keynote, Frankie Russo shares insights from his personal journey of overcoming challenges and rediscovering his true purpose. Through his engaging storytelling and practical frameworks, he demonstrates how embracing authenticity unlocks extraordinary engagement in both work and life. Drawing from his experience building multiple successful ventures, Frankie reveals how cultivating cultures where people truly love what they do creates remarkable outcomes – teams become more motivated, productive, and committed to the mission, leading to breakthrough results where passion and care shine through. **Audience Takeaways: The Power of Authenticity**: Discover how embracing unique qualities builds credibility, sparks novel thinking, and unlocks teams' full potential to serve others **Curiosity and Experimentation**: Learn to tap into boundless curiosity, celebrate progress over perfection, and reframe challenges as growth opportunities **Purpose-Driven Collaboration**: Build alliances around shared purpose that sustain motivation and energy, creating transformational change that uplifts customers and communities **Measuring Engagement Impact**: Implement practical methods for quantifying the business impact of increased engagement, from reduced turnover to enhanced customer satisfaction and innovation metrics