

Heather E. McGowan

Future of Work Strategist, Co-Author of *The Adaptation Advantage*

Solve Tomorrow's Problems™ Harness Human Ingenuity to Navigate What's Next: Think organizations can't change quickly? History proves otherwise. When naysayers said "it can't be done," humans accomplished the impossible—in weeks, not years. Each pivotal moment reminds us of humanity's most underestimated asset: our ability to adapt in the face of seemingly impossible odds. In this perspective-shifting keynote, Heather challenges the myth that we resist change using unforgettable stories about a mop, a burrito, and a hermit crab to demonstrate how we can tap into our natural curiosity and hardwired drive to collaborate to see and shape what's next. Drawing from her bestselling books "*The Adaptation Advantage*" and "*The Empathy Advantage*," Heather reveals how leading organizations thrive when they place adaptability at their core, allowing them to find breakthrough opportunities where others least expect them. The audience will leave with: A powerful understanding of how to frame the *right* question Practical approaches to optimize how they adapt to new realities Clear frameworks for mapping the past to navigate the future The leadership mindset shifts that guide team success in uncharted territories

The Augmented Advantage Unleashing Human Potential in the AI Era: Think you can't remember phone numbers like you used to? You're not alone. As we hand off more tasks to technology, some of our more-human capabilities will naturally fade. Yet while automation may lead to atrophy in some areas, augmentation opens doors to entirely new human capabilities—if we are intentional. The key isn't only using AI to replace what we currently do by automating it, but transforming work as we know it. In this eye-opening presentation, Heather cuts through the AI hype to demonstrate why thriving alongside AI isn't about having the right answers. Instead, it's about asking better questions, framing new challenges, and treating AI as our partner—enhancing our capabilities and expanding our cognitive horizons. The audience will leave with: A clear understanding of what to automate vs. augment—and why it matters Practical ways to learn from AI as a collaborative partner Fresh insights on how to build on uniquely human advantages in an AI world Necessary leadership shifts to drive optimal human performance

Leading In The Age Of Uncertainty The Curiosity Advantage: Remember when being a leader meant having all the answers? Today's most successful leaders are asking better questions. In a world of unprecedented opportunity, they're not the most certain, but the most curious. According to research, this shift in profile—from know-it-alls to learn-it-alls—means we may be overlooking the very leaders we need right now. In this paradigm-shifting talk, Heather reveals why the future belongs to forward-thinking leaders who can navigate relentless change by activating their team's innate potential to learn, adapt, and grow. Drawing on her bestselling books *The Adaptation Advantage* and *The Empathy Advantage*, along with compelling research and real-world examples,

she demonstrates how exceptional performance depends on empowering rather than managing, building trust rather than enforcing processes, and harnessing collective intelligence for breakthrough results. The audience will leave with: Practical tools for activating their team's collective potential
Clear methods for building high-trust environments where curiosity is encouraged
Frameworks for transforming management into performance enablement
Real examples of how curious leaders unlock performance

Clear On Purpose Turning Purpose into Performance Through a Shared Vision: In an era of unprecedented social division, our professional success hinges not on discussing politics at work, but on mastering the tools of constructive dialogue—active listening, intellectual humility, and genuine curiosity—to create environments where diverse perspectives transform friction into fuel for innovation. The ability to bridge divides through emotional intelligence and skilled communication may be our most valuable professional competency in today's interconnected world. When organizational purpose aligns with human potential, extraordinary things happen. In this inspirational keynote drawn from Heather's most recent book, *The Empathy Advantage*, Heather reveals how purpose can become your organization's most powerful performance driver. Through compelling research and real-world examples, she demonstrates how a shared vision can create the trust, belonging, and motivation needed to transform individual potential into collective impact—through increasing engagement, reducing turnover, and unleashing performance. By getting clear on purpose, we don't just adapt to change—we shape the future. The audience will be able to: Foster brave dialogue that transforms differences into innovation
Link individual roles to organizational purpose through clear vision
Transform purpose into measurable actions and celebrated outcomes
Make necessary leadership shifts to build shared vision

Start With Trust The Lifeblood of High-Performing Teams: Despite disruptions like technology shifts and social changes, businesses today have a unique opportunity to tap into measurable advantages when it comes to engagement, innovation, and profitability—and it all begins with TRUST. Just as humanity's greatest achievements arose from collective effort, cohesive teams innovate faster, adapt more effectively, maintain higher engagement, experience lower turnover, and consistently outperform their peers. In this powerful presentation drawn from her two most recent books *The Adaptation Advantage* and *The Empathy Advantage*, Heather shares proven tools audiences can use to activate their natural collaborative strengths so they can achieve extraordinary results, gain a competitive advantage, and drive sustainable growth. The audience will leave with: Tips to intentionally build trust, belonging, and a shared sense of purpose
Practical strategies to build cohesive, high-performing teams
Tools for maintaining focus and cohesion during rapid change
Leadership mindset shifts to establish authentic relationships and trust