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Why Organizational Change Fails. Even When Everyone Wants It. Every leader knows the room. The one where everyone finally agrees something has to change. The buy-in is real. And then, slowly, nothing shifts. The organization quietly goes on doing the old thing anyway. It's not resistance. It's not bad people. And it's not rare. Organizations are not machines. They are created and run by people. An organization behaves like a nervous system because it is made of interacting nervous systems. Kathy calls this the Organizational Nervous System (ONS). Real transformation requires understanding both what the ONS has been conditioned to do and whether it is regulated enough to do anything else. Most change frameworks tell you what to change, without checking whether the organization can change. Usually it can't, and that single assumption is why most change fails. In this keynote, Kathy reveals the hidden system running every organization, grounded in the neuroscience and psychology of how it forms, and gives leaders a way to change it. You Will Learn: Why good ideas get quietly filtered toward "safe" long before anyone says no, and how to catch the filter that mistakes itself for good judgment. Why smart leadership teams flinch under pressure, protecting the optics or the number instead of fixing the real problem, and how to shift the reflex. How every company quietly pushes out its most original thinking, the novel ideas and the people who carry them, and how to bring that capacity back before a rival picks it up. Why the same team can take a hard truth one week and shut down the next, and how to read the difference before you launch a change. The one move a leader can make to reopen a shut-down team (the same small shift that helped double a struggling brand's U.S. market share). This Keynote Is Perfect For: Leaders who have approved sound strategies and watched them quietly dissolve a year later Companies stuck repeating the same mistakes despite genuine effort, good people, and real intentions Leaders facing a market that's changing faster than the organization can adapt Leaders who are ready for a way to see, and shift, what's actually running the business

The Steady Leader: Your Biggest Competitive Advantage In The Age Of AI. There is a particular silence in meetings now that didn't used to be there. The body is in the room. The face is on the screen. Something underneath has already left. Gallup has been measuring it for years. Four in five employees aren't engaged, at an annual cost of $8.9 trillion, about 9% of global GDP. The World Health Organization counts twelve billion working days lost each year to depression and anxiety. These aren't separate crises. They're the same one, showing up in different ledgers. The cost used to be soft, in language no CFO took seriously. Morale. Culture. Employee experience. It is now hard, in points of margin. Disengagement and anxiety aren't an employee problem. It's a problem of the conditions people are in, and the strongest condition-setter is the leader's nervous system. A team reads whether their leader is steady before a single word is spoken, and that read sets the ceiling on what they'll think, create, and dare to say. Kathy calls this the Signal, and it's the single most

powerful lever a leader has. And it has never mattered more. AI is absorbing the mechanical parts of business, and what's left (judgment, alignment, and the willingness to bring full capacity into the room) is now the whole game. It's exactly what a shut-down team can't deliver. In this keynote, Kathy shows why a leader's steadiness isn't a soft virtue but the biggest competitive advantage in the age of AI, and how to hold it, even in the most turbulent moments. You Will Learn: The science of why a leader's steadiness (or stress) is contagious, and how to read what your own presence is putting into the room. How to spot the everyday moments that quietly train a team to hold back, the meetings, reactions, and rewards that teach people to bring less than their full capacity. Why the same team does breakthrough work under one leader and quietly checks out under another, and the move that separates them. A daily practice for regulating your own nervous system, so you walk into high-stakes rooms steady instead of reactive, and can catch your own flinch before it runs the meeting. This Keynote Is Perfect For: Leaders who want a competitive advantage that AI can't replicate Organizations where the pace of change is outrunning the team's capacity to adapt Leaders who want their people bringing full capacity into the room Executives leading through uncertainty, restructuring, or transformation

Drive Profit With Purpose. Become Remarkable. Accelerate Growth. How do you stand out in an increasingly competitive marketplace? How do you attract top talent? How do you increase profitability? You do something remarkable. Purpose makes brands remarkable. ?As consumers, we're putting our dollars toward companies with aligned values. 85% of millennials in the United States would switch brands for a good cause, and 50% of growth in consumer goods went to sustainability-marketed products between 2013 and 2018. As employees, we're looking for meaning in our careers, and the best talent is choosing to work for organizations that feed their hearts as well as their bank accounts. 92% of millennials believe that working for an environmentally and socially responsible company is important. In the modern world, companies without a purpose beyond profit will be left behind. You can either be a pioneering force for good in your industry, or the disrupted. Kathy built the global purpose strategy for adidas, a $37 billion dollar company, encompassing everything adidas does to positively impact people and planet. Through trial and error, Kathy has learned what works, and what doesn't. Through her work, a model emerged. A way to successfully use purpose to drive profit. In the Drive Profit with Purpose keynote, Kathy will reveal her 4-step Brand Purpose Model to engage your organization, inspire innovation, and win the hearts of your consumers. You Will Learn: 7 common mistakes in creating a purpose-led organization Why a corporate social responsibility department won't get you the impact – or the credit – you want How to get the best talent knocking on your door and have the most engaged employees Why doing good is the magic bullet to get the most powerful form of advertising (for free!) This Keynote Is Perfect For Leaders And Companies: Competing in a crowded market Creating differentiation through marketing, ingredients, and/or process Struggling with a talent shortage, high turnover, and/or high employee disengagement Looking to accelerate growth and increase ROI (in a sustainable way)? Ready to unlock the innovative brain power of their employees

Unlock Exponential Results by Nurturing Purpose, People and Culture. Data clearly shows that businesses that nurture their purpose, people, and culture unlock exponential results: engaged employees, loyal consumers, increased innovation, and accelerated growth. In this keynote, through captivating business stories, Kathy will share why shifting the focus from your output (revenue) to your inputs (purpose, people, and culture) will drive better results. Kathy will also share concrete strategies you use right away to nurture each of these business inputs. You Will learn: The toxic beliefs that have infected workplace cultures (and how to shift them) How the world's most loved companies use purpose to cultivate enviable consumer loyalty (and how you can too) The secret sauce to creating a world-class culture How to enable your employees to truly shine (and innovate!) The one force more powerful to your profitability than any business model This Keynote Is Perfect For Leaders And Companies: Competing in an increasingly crowded market and struggling to stand out Experiencing high turnover, and/or high employee disengagement Struggling to foster collaboration across company silos and departments Running into groupthink and "yes men" cultural conformity