Mike Evans

Leading Authority on AI Disruption, Change Leadership, Future of Work and Accountability/Resilience — 34 of Fortune 50 Companies Are Clients

Distinct or Extinct The Kryptonite Defense for the Age of AI By 2034, up to 80% of jobs will be fundamentally transformed or eliminated. Seven forces — AI, robots, revolutionary software, globalization, outsourcing, digital disruption, and disruptive competition — are attacking every industry simultaneously. Based on Mike Evans's book Distinct or Extinct, this keynote delivers the 5-Ingredient Kryptonite Defense: IDEAS, SPEED, TALENT, DISTINCTION, and LEADERSHIP AT ALL LEVELS — the integrated system for becoming irreplaceable. Built from 27 years inside 34 Fortune 50 companies, this is a battle-tested playbook for dominating disruption, not a pep talk about surviving it. **Key Takeaways & Learnings** Master the 7-Sided Pincer Movement — see the full battlefield of seven converging forces, not just the one everyone's talking about, so your strategy addresses the real threat instead of a fraction of it. Deploy the 5-Ingredient Kryptonite Defense — walk away with an integrated system, not five disconnected tactics, for making yourself and your team irreplaceable. Build Distinction That Makes You Irreplaceable — apply the "Dramatically Different + Overt Benefit + Prove It" formula to escape commoditization in your own role or organization. Develop Uniquely Human Capabilities AI Cannot Replicate — know exactly which skills to invest in personally so your value grows instead of shrinking as AI capability grows. Cultivate True Urgency, Not Panic — learn the difference between productive speed and reactive panic, and how to move faster without burning out your team. Lead Without Waiting for Permission — adopt a leadership mindset that works at every level of the org chart, not just the top. Leave With a 90-Day Roadmap — turn the keynote into implementation the following Monday, not just inspiration that fades by Friday.

Leading Change, Executing Flawlessly Master Change Leadership in the New World of Work Change is no longer episodic — it's constant. Yet 75% of large-scale change efforts fail, not from bad strategy but from bad execution. Drawing on decades working directly with Dr. John Kotter and Fortune 50 transformation efforts, Mike Evans shows leaders how to close that gap: moving people from compliance to genuine commitment, building true urgency instead of false urgency or panic, and executing with the discipline that turns a good plan into a completed one. This keynote replaces change-management theory with a practical, sector-agnostic playbook for leading change that actually sticks. **Key Takeaways & Learnings** Distinguish Managing Change from Leading Change — stop confusing control with leadership, and start building the engagement that actually drives adoption. Build True Urgency, Not False Urgency or Panic — create productive momentum without burning out your team or triggering resistance. Shift From Compliance to Commitment — move people from "have-to" to "want-to," unlocking discretionary effort you can't get through mandate alone. Mobilize the Critical Mass — identify and develop the "potentials" in your team who can shift

the whole performance curve. Apply Proven Change Methodology to the AI Era — use a decades-tested framework updated for today's pace of disruption. Avoid the Traps That Derail 75% of Change Efforts — recognize weak coalitions, false urgency, and failure to anchor change in culture before they sink your initiative. Execute Flawlessly, Not Just Plan Well — leave with concrete practices for closing the gap between a good decision and a completed outcome.

Ignite Accountability, Agility & Resilience Future-Proof Your Organization Accountability is no longer just a virtue — it's the cornerstone of survival in a business environment being reshaped by AI, automation, and relentless competition. This keynote delivers a practical roadmap for building the "whatever it takes" mindset: real tools like the Above/Below the Water Model and the Results Model Framework for shifting people and teams from blame and excuses to ownership and solutions. Audiences leave with the resilience to withstand disruption, the agility to adapt to it, and the accountability to turn both into results. **Key Takeaways & Learnings** Master the 4 Keys to Accountability — apply Focus, Leverage, Engagement, and Accountability to enhance both individual and team performance. Use the Above/Below the Water Model — instantly recognize accountability killers (excuses, denial, blame) versus accountability drivers (ownership, solutions, action). Build Unshakable Resilience — develop the capacity to withstand setbacks and disruption without losing momentum or morale. Cultivate Agility to Stay Ahead — pivot swiftly as technology, markets, and expectations shift faster than your planning cycle. Apply the Results Model Framework — understand exactly how accountability converts into performance, not just good intentions. Develop Distinctive, AI-Resistant Value — build the kind of personal and organizational brand a commoditized, automated market can't replace. Leave With a Personal Roadmap — walk away with a specific plan for taking ownership of your performance, decisions, and results immediately.

Unleash Exemplary Leadership Ignite Leadership Capacity at All Levels Leadership is a choice that can be learned, nurtured, and refined — at every level, not just the top. Drawing on direct work with Jim Kouzes and Barry Posner and the fifth ingredient of his Kryptonite Defense, LEADERSHIP AT ALL LEVELS, Mike Evans shows how to move people from compliance to genuine "want-to" ownership. Audiences learn the five practices that inspire commitment and ignite passion, even amid AI-driven disruption, and leave equipped to lead from wherever they sit in the organization, with or without a title. **Key Takeaways & Learnings** Master the Five Leadership Practices — apply Challenge the Process, Inspire a Shared Vision, Enable Others to Act, Model the Way, and Encourage the Heart to inspire real results at every level. Deploy Leadership at All Levels — understand how the fifth Kryptonite ingredient works in practice: everyone leads from their level, no waiting for permission. Shift From Compliance to Commitment — move your people from "have-to" to "want-to," unlocking discretionary effort and peak performance. Leverage Human Strengths to Complement AI — deploy creativity, empathy, and strategic thinking so your team's value grows rather than shrinks alongside automation. Vanquish Silos and "Us vs. Them" Thinking — build collaboration and trust that survive disruption instead of fracturing under it. Build Personal and Organizational Distinction — stand out in a commoditized market by developing leadership that can't be automated or outsourced. Lead Without a Title — walk away with practices any individual can use

to lead from wherever they sit in the org chart.

Forging Future-Proof Cultures Shape Your Optimal, Peak-Performing Culture Your organization's culture, not your technology stack, is the ultimate differentiator in the age of AI. With 39% of core skills projected to evolve by 2030, this keynote shows leaders how to build a resilient, adaptive culture rooted in the 5-Ingredient Kryptonite Defense: continuous innovation, agility, lifelong learning, distinctive value, and leadership owned at every level. Audiences leave with pragmatic tools to assess their current culture, identify gaps, and shift from a culture of obligation to one of aspiration, where accountability and innovation happen organically. **Key Takeaways & Learnings** Assess and Measure Cultural Health — leave with pragmatic tools to identify the specific gaps between your current culture and a future-ready one. Build a Lifelong-Learning Culture — position your people ahead of the 39% of core skills projected to change by 2030. Embed All Five Kryptonite Ingredients Into Culture — apply IDEAS, SPEED, TALENT, DISTINCTION, and LEADERSHIP AT ALL LEVELS as organizational habits, not slogans. Foster Trust and Psychological Safety — create the conditions that let people take risks and innovate rather than play it safe under pressure. Transform Culture From Obligation to Aspiration — shift your team from compliance-driven behavior to genuine ownership and accountability. Integrate AI Without Losing Your Culture — break down silos using AI tools that amplify human strengths instead of threatening them. Build a Future-Ready Workforce — leave with a roadmap connecting culture directly to long-term relevance and business results, not just morale.