

Jim Steele



“Jim changed the mindset of everyone at our conference. He made an impact that matters to our team and we haven’t looked back”

Stacey Winters - Managing Partner | GEN AI Market Lead
DELOITTE LLP

KEYNOTE OVERVIEW

THE ADAPTIVE LEADER

Reframing Disruption to Opportunity

Leadership teams face constant disruption. AI, shifting markets, constant ambiguity. The speed of change is not the problem. How leaders respond is. Many speakers talk about embracing change. Jim Steele teaches leaders how to work inside it.

This keynote helps leaders get the best from their people when everything around them is moving.

The engine behind the session is E+R=O (Event + Response = Outcome), the neuroscience-backed framework from Jim Steele's book *Unashamedly Superhuman*.

Leaders learn to choose response over reaction, shifting from overwhelm and resistance to agency and ownership. Grounded in cognitive neuroscience and human performance, and tested through Holistic Performance Lab (HPL), the lab Jim founded, every tool is usable the same day.

This is a leadership operating system, not just motivation.

What this session delivers

Leaders learn how to regulate their response to disruption, remain agile, and sharpen priorities, so they can lead decisively rather than reactively.

Leaders leave able to:

- Choose response over reaction leading to better decisions and purposeful action
- Create clarity and direction for their teams that steadies performance when the ground is shifting
- Build confidence and belief in the future direction so teams lean into change instead of resisting it
- Sustain execution at pace without losing clarity or focus

For leadership teams navigating transformation, AI adoption, or market disruption

