



SPEAKER & MEDIA KIT

Every change is a *human* change first.

Keynotes and workshops on the neuroscience of change, trust in the age of AI, and leading without burning out.

Jackie Lauer

Workplace Culture Expert & Executive Coach

26 years helping leaders navigate change

Co-founder, AI²T Institute

Creator of The Strong One™

www.jackielauer.com



BOOK JACKIE FOR YOUR NEXT EVENT OR PODCAST

Your brain treats change as a threat. Jackie helps people work *with* it, not against it.

For 26 years, Jackie Lauer has helped leaders, teams and organizations navigate change through neuroscience, positive psychology and a practical, no-nonsense approach. Her talks give audiences the science of why people resist, and the tools to move forward anyway.

FOR ORGANIZATIONS

Adopting AI

Organizations stall on AI because people don't feel safe, not because the tools don't work. **Trust moves first. Tools come second.**

FOR EXECUTIVE TEAMS

Leadership & Culture

Leadership teams stall when trust and alignment are assumed instead of built. Jackie shows leaders the difference between managing and leading.

FOR THE ONE EVERYONE LEANS ON

The Strong One™

Strong people stall when they've spent years running on empty for everyone else. This is their way back to energy, boundaries and joy.

*Same science. Same practical, warm, no-fluff approach.
Wherever your audience is starting from.*



MEET JACKIE

A self-described *neuroscience geek* with zero tolerance for fluff.

Jackie Lauer started out as a change management consultant and grew, over 26 years, into a workplace culture expert for executive teams and leaders around the world.

She brings the science of change, emotional intelligence, positive psychology and systems thinking into everything she does. Today that includes helping organizations build the trust and readiness they need to see a real return on AI.

On stage, Jackie pairs neuroscience with storytelling and practical tools audiences can use on Monday morning. She's warm, funny, direct, and known for leaving rooms with something they can actually do.

26

YEARS GUIDING CHANGE

CERTIFIED IN

Change management

Executive & relationship systems coaching

Neuroscience of trust

Emotional intelligence (EQ)

Conflict mediation

AI trust & readiness

Founder & CEO

Jackie Lauer Consulting and Coaching

Co-founder

AI²T Institute (AI and Technology Adoption Institute)

Creator

The Strong One™ and The Lighthouse Method

FEATURED & RECOGNIZED BY

Jackie Lauer has been recognized by national and business media for her work in leadership, coaching, emotional intelligence, and organizational change.

MSN Magazine

Named one of the **Top 10 Inspiring Women Leaders of 2026**

Success Pictures Magazine

Featured on the cover as one of the **Most Impactful Coaches to Know in 2025**

CXO Elite Corner

Profiled as a **Master of Achievement Icon in Business, 2025**

The Strong One™

When you're the one who handles everything

Over 26 years of coaching senior executives, Jackie watched the strongest people in the room, the responsible, resilient doers, get quietly worn down as their strength became a weakness without boundaries. She recognized the pattern because she lived it. This talk explains why capable people burn out in silence, and how to turn those same strengths into sustainable practices.

THE STRENGTH

WITHOUT
BOUNDARIES

Responsibility

Over-responsibility

Empathy

Emotional overload

Resilience

Pushing on without rest

Drive

Never switching off

Reliability

Saying yes to everything

Caring

People-pleasing

AUDIENCES LEAVE WITH

- 01** The six Strong One patterns, and which ones are running their life
- 02** The Strong One Loop™: the mechanism that keeps capable people stuck
- 03** One practice to move from autopilot to choice

IDEAL FOR

Leadership retreats, women's leadership events, HR and wellbeing conferences

THE STRONG ONE LOOP™

Same strengths. More range.

1

Being needed

2

Successful
delivery

3

Expectation
setting

4

Pushing through

5

Running on
empty

6

The loop repeats

The AI Leadership Gap

Why readiness beats technology

Companies buy the licenses, roll out the tools, and adoption still stalls. The reason is rarely the technology. AI pays off only when people trust it. Drawing on the neuroscience of trust and her AI trust and readiness certification, Jackie shows leaders where the human gaps are hiding and how to close them before the next rollout.

Trust moves first. *Tools come second.*

THE FOUR TRUST GAPS

Direction

Do people understand why the company is adopting AI, and where it's heading?

Safety

Is it psychologically safe to experiment and admit what they don't know?

Capability

Do they have the skills, guidance and support to use the tools well?

Alignment

Does what leaders say about AI match what happens day to day?

AUDIENCES LEAVE WITH

- 01** A clear read on the four trust gaps that stall AI
- 02** How to turn skeptics into their strongest allies
- 03** One concrete step to take in the next 7 days

IDEAL FOR

Executive teams, HR leaders, digital transformation events

Built on The Lighthouse Method

Culture Eats Strategy for *Breakfast*

Culture shifts faster than most organizations realize, for better or worse. Through an interactive live demonstration, Jackie shows the room exactly how culture operates, and proves it can change in minutes.

AUDIENCES LEAVE WITH

- 01 How culture really operates inside a team
- 02 Live proof of how fast culture can change
- 03 Three actions ready for Monday morning

IDEAL FOR

Executive offsites, leadership summits, company-wide events

Unlocking the Power to Lead: *EQ in Action*

Emotional intelligence is what separates managers from transformational leaders. Jackie makes EQ practical, showing leaders how to manage emotion under pressure and build the everyday habits that lift a whole team.

AUDIENCES LEAVE WITH

- 01 Why EQ matters more than ever for leaders
- 02 How to manage emotions under pressure
- 03 EQ habits teams can build together

IDEAL FOR

Leadership development, management retreats, team workshops

“It wasn't until I worked with Jackie that I understood the difference between Management and Leadership.”

ANDREW GAGNON · FAMILY INC

WHAT LEADERS SAY

“ Jackie was one of our key speakers for our HR Hot Topics event, where we had over 250 HR professionals and business leaders in attendance. Jackie knows her stuff and does not fill in with any fluff.

JILL ZAPPITELLI · H2R BUSINESS SOLUTIONS

“Don't be fooled by her sense of humour and charm. She's tough, honest, direct and very effective.”

Neena Gupta
Former Partner, Gowling WLG

“Jackie has this uncanny ability to listen and ask you the right questions that make even the most complex challenges seem straightforward and logical!”

Pete Lawson
ATS Automation

“I always walk away from her talks feeling clearer and more confident and excited about what's next. She is challenging but also fun and seriously awesome at what she does.”

Katerina Kamp
CEO

ORGANIZATIONS & STAGES

A selection of the associations, institutions and companies Jackie has worked with

Accelerator Centre	HRPA	The Conference Board
Association of Change Management Professionals		TD Bank
HR Hot Topics	GM	Gowling WLG
University of Guelph	Wilfrid Laurier University	Conestoga College
Quarry Communications	H2R Business Solutions	Decode
eSentire	Bloom Leadership Circles	



WAYS TO BRING JACKIE IN

Keynote 45 to 60 minutes	Workshop Half or full day	Virtual Delivered worldwide	Panel Or fireside chat
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EVERY TALK IS BUILT FOR YOUR ROOM

01 Check availability for your date	02 Planning call on your audience and goals	03 A customized talk with examples from your world	04 Follow-up resources to keep attendees moving
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ADDITIONAL KEYNOTE TOPICS

Navigating Change in a VUCA World <i>Thriving Amid Volatility, Uncertainty, Complexity, and Ambiguity.</i> Discover how to build psychological resilience and maintain strategic focus when the rules keep changing.	The Neuroscience of Leadership <i>How Your Brain Handles Threat, Trust, and Decision-Making Under Pressure.</i> Unpack the biological drivers of employee engagement, emotional intelligence, and peak performance.	Leading by Narrative <i>How to Spot Broken Stories and Build New Futures.</i> Learn how the internal stories your organization tells dictate culture, performance, and future growth, and how to rewrite them for sustainable success.
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BOOK JACKIE

Give your audience something they can use *on Monday*.

To book Jackie Lauer for your next conference, leadership retreat, team event or podcast, get in touch. Virtual-first and available worldwide.

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LINKEDIN

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*Jackie*TM
JACKIE LAUER

WORKPLACE CULTURE EXPERT
EXECUTIVE COACH · KEYNOTE SPEAKER