

TONY LUCERO

The O.I. Guy

ORIGINAL INTELLIGENCE
FOR AN AI WORLD

BY THE NUMBERS

30+

YEARS LEADING

5,000+

EVENTS WORLDWIDE

80,000+

MEMBER ORGS

\$390M+

IN SALES

U.S. VETERAN

BOOKING FORMATS

KEYNOTE

LEADERSHIP EXPERIENCE

WORKSHOP

KEYNOTE SPEAKER · ORIGINAL INTELLIGENCE

YOUR O.I. IN AN AI WORLD

AI is getting smarter. Are we getting better at thinking?

Artificial intelligence is changing how we work, lead, create and make decisions. But there is a conversation happening underneath the AI conversation: what happens to us when we let AI do more of our thinking?

Tony Lucero brings audiences into that conversation with a provocative new perspective — Original Intelligence. The intelligence that comes from being human.

QUESTION · IMAGINE · DISCERN · CREATE · DECIDE · EXECUTE

**DON'T OUTSOURCE YOUR INTELLIGENCE.
AMPLIFY IT.**

THE SIGNATURE KEYNOTE

S.T.A.R.

A provocative, highly practical keynote that changes how audiences think about their relationship with AI. Tony introduces **S.T.A.R.** — a framework for keeping human intelligence at the center of the conversation.

S

SURRENDER

T

THINK

A

AMPLIFY

R

REPEAT

*He doesn't teach another AI tool — he challenges people to use the most powerful tool they already have: themselves. Before you prompt AI... **have you prompted yourself?***

WHAT YOUR AUDIENCE EXPERIENCES

01 — A Shift In Perspective

AI isn't simply changing technology.
It's changing the way we think.

02 — A Memorable Demonstration

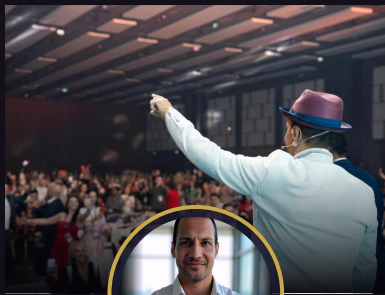
See what happens when the same
AI meets two very different humans.

03 — A Framework They Can Use

A simple way to bring human
thinking back into the AI
conversation.

04 — A Question That Sticks

When AI can generate almost
anything — *what is uniquely yours
to contribute?*



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WHY TONY

THREE DECADES ON ONE QUESTION

Tony Lucero is a U.S. Veteran with more than 30 years of leadership experience and more than 5,000 events worldwide. His experience includes working with 80,000+ member organizations and generating more than \$390M in sales.

*But numbers aren't what brought him to this conversation. For decades Tony has been fascinated by one question: **what makes human beings capable of more?***

Now that question has entered a new era — artificial intelligence.

BUILT FOR

Corporate Events
Leadership Summits
Conferences
Executive Teams
Associations
AI & Innovation Events

FORMATS

Keynote
Leadership Experience
Workshop

BRING THE CONVERSATION TO YOUR STAGE

BOOK TONY

Let's talk about what your audience needs next.

THE O.I. DEFINITION

"Original Intelligence is our natural, given ability to create, find answers, question, build, change and enhance our lives through the authentic gifts we each possess as human beings."

— Tony Lucero

PROMPT YOU FIRST.
THEN PROMPT AI.