SIGNATURE KEYNOTE · 01

LEADERSHIP + AI ADOPTION

AI-POWERED *LEADERSHIP*

Lead blended teams of people and AI with greater clarity, speed, and empathy.



THE SESSION

The modern org chart includes humans and agents working together. Ethan shows leaders how to assign meaningful work, set approval rules, reduce bottlenecks, and move AI from scattered experiments into disciplined execution.

AUDIENCE TAKEAWAYS

- Make faster decisions while preserving judgment
- Guide adoption without creating team resistance
- The VIBES framework to lead people and digital roles with confidence

Outcome: Leaders leave with a practical operating model for AI and a clear way to move their teams forward.



02 · MOMENTUM AND INNOVATION

SIMPLE SHIFTS, MASSIVE WINS

A story-driven keynote about the small strategic changes that restart growth when people or organizations feel stuck. Ethan turns each chapter of his journey into a practical move the audience can use.

- Turn adversity into forward movement
- Find the simple shift inside a complex problem
- Build momentum through focused action

Outcome: A stuck team starts moving again.



03 · PERFORMANCE AND WELLBEING

WEALTH BEYOND MONEY

High performers can win on the scoreboard while losing what makes success worth having. Ethan gives ambitious people a practical way to build a life that holds up under pressure.

- Reconnect ambition to a meaningful target
- Spot hidden blockers behind repeated setbacks
- Build sustainable success across work and life

Outcome: High performers reconnect to purpose.

IMMERSIVE WORKSHOP · PART I

EO BEST OF US WINNER

AI BEYOND THE *HYPE*

Turn AI into ROI in real time.



THE SESSION

This four-hour, laptop-open masterclass turns mixed skill levels into active builders. Ethan combines live teaching with guided implementation, so attendees finish real work before they leave.

ATTENDEES BUILD

- AI trained to communicate in their authentic voice
- A 40-topic content and visibility engine
- A custom AI assistant and published content
- A prioritized 90-day adoption plan

Format: Pre-work, live builds, guided exercises, and implementation time.

9.8/10

ACROSS 1,200+ WORKSHOP REVIEWS

WATCH WORKSHOP HIGHLIGHTS

IMMERSIVE WORKSHOP · PART II

ADVANCED IMPLEMENTATION

BUILD YOUR DIGITAL DREAM TEAM

Create AI agents that complete real work, collaborate, and keep moving after the event.



WHAT GETS BUILT

- Digital roles for content, follow-up, and operations
- Agentic workflows with clear handoffs and approvals
- Systems where agents manage defined pieces of work
- A repeatable model for scaling capacity responsibly

WHO IT SERVES

Organizations ready to move beyond prompting and redesign how work gets done. This is ideal for teams that completed Part I or already use AI confidently.

Outcome: New capacity is added without defaulting to new headcount, and the team has a clear path for expanding the system.

BREAKOUTS · LABS · EXECUTIVE SESSIONS

CUSTOMIZED EXPERIENCES FOR YOUR AUDIENCE

Focused sessions can stand alone or extend a keynote into practical implementation.

AUTHENTIC COMMUNICATION

Stop The Slop

Train AI to match a real human voice across emails, content, and customer communication.

PRODUCTIVITY

Build Your First 3 Digital Coworkers

Deploy useful agentic roles live, with no coding required.

VISIBILITY

Build Your Authentic AI Publicist

Create a credible, ethical system for media response and multi-channel authority.

CONTENT SYSTEMS

Every Day, Everywhere, All At Once

Build a content engine to achieve online omnipresence without the overwhelm.

BETTER PROMPTING

The TRACE Framework

Replace trial and error with a repeatable model that improves AI output and clear thinking.

LEADERSHIP + RETENTION

The Vision Movie Experience

Turn ambition into a personal vision film, a clearer target, and decisions people can act on.



MAIN STAGE
Any audience size

BREAKOUTS
30 to 90 minutes

MASTERCLASS
Four hours

DELIVERY
In-person or virtual