A KEYNOTE BY MATT HALLORAN

Be Irreplaceable.

How Human Connection Wins in the Age of AI

Based on the new book *Be Irreplaceable*, out January 15, 2027



Every audience is asking **"Will AI replace me?"** It's the wrong question. This keynote answers the right one: **what will you do with the time AI gives back?**

84% of advisor meetings, the advisor did most of the talking. 87% of advisors believed the opposite. AI didn't replace them. It revealed them.

YOUR AUDIENCE LEAVES WITH

The Two Piles. What to hand to AI, and what only they can do.

The Five Trades. Time, talent, treasure, relationships, control. Decide what the time is for.

Engaged Listening. Hear the words, feel the weight, read the room. Plus the five-second rule.

HOPE. Help One Person Every Day. A daily habit, not a slogan.

THE TALK

1. Replaceable, unless. If all you bring is information, a machine already wins.

2. The right tools. Let AI handle the work so you can handle the people.

3. Connection is everything. Listening, the whole family, one person every day.

"Each time he has knocked it out of the park... humanizing them to make it easy for attendees to take immediate action."

Ben Lewis, Chief Communications and Development Officer, FPA

ABOUT MATT

Chief Evangelist at Zocks, used by 5,000+ advisory firms. Twenty years coaching financial advisors. Former therapist, U.S. Navy veteran, TEDx speaker and creator of HOPE. Author of three books, including *Shut the F Up and Listen*, and the new *Be Irreplaceable* (Jan 15, 2027). Guest on 1,000+ podcasts.

BOOK IT AS

Keynote (45–60 min) · Breakout (60–90 min) · Fireside chat · Virtual

For advisor and wealth conferences, BD and RIA events, associations, and business owner groups.

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