



KEYNOTE TOPICS

Leadership in the Age of Constant Disruption: Lessons from Barack Obama's Digital Director

From political turmoil to economic instability and technological shifts, it feels like every day brings a new wave of change. In this fast-paced world, how can business leaders stay ahead and respond in a chaotic and unpredictable environment?

Drawing on his vast experience in leadership and digital strategy, including his work in digital strategy for U.S. President Barack Obama—Caleb offers valuable insights for the road ahead. He shares key leadership lessons from his book, *No Point B*, to make a compelling case for why change leadership is a competitive advantage in an age of accelerating disruption.

Key Insights

- The pace of change is accelerating; what used to be normal is now a thing of the past.
- Adaptability is the new currency; organizations that fail to evolve risk falling behind.
- In a world where traditional structures are crumbling, executives must redefine their approach to politics and social dynamics.

Who's this for: CEOs, C-Suite executives, and up-and-coming leaders.

Navigating the New Normal: Strategies for Leading Amidst Uncertainty

Ever feel like you're juggling a dozen different transformations at once? The CEO wants everyone back in the office, while the CTO is pushing for AI training or else. And the CMO? They need more support to navigate the ever-changing social and political landscape. But when will things finally settle down?

In this insightful keynote, Caleb draws from his rich background in leadership, digital transformation, and political activism, including his time crafting digital strategy for President Obama. He delves into the core principles outlined in his book, *No Point B*, to show why embracing change is vital in today's fast-paced, interconnected world.

Key Insights

- Stagnation spells doom in a world that's constantly in flux.
- Change isn't a one-time fix – it's an ongoing skill set essential for staying ahead.
- Effective communication and engagement with the organization are paramount to steer everyone in the right direction amidst change.

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Who's this for: CHROs and HR leaders, Transformational leaders, Organizational Development, and L&D leaders.

Communicating Through Chaos: Insights on How to Navigate Disruptive Tech and a Broken Information Ecosystem

We live in an era where truth seems elusive, and the online landscape resembles a chaotic mess; The internet has become a garbage fire. Social media platforms are shifting, and misinformation is rampant making it tougher than ever for marketing, communications, and PR leaders to cut through the noise.

Join Caleb as he draws from his experience managing one of the world's largest digital programs, reaching millions through Obama's social media channels. He'll dive into strategies for leading teams through uncertainty, navigating disruptive technology, and repairing our fractured information ecosystem. You'll learn why we all have a role in fixing it.

Key Insights

- Understanding how algorithms shape our news consumption—and why some are disengaging from traditional media.
- The importance of proactive planning and aligning with company values to avert crises.
- Essential operational shifts for running an effective marketing team in today's complex landscape.

Who's This For: CMOs, marketing leaders, and brand executives, Communications and PR leaders