



## TOPICS

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

Political division and global war. Economic uncertainty. Pandemic-driven workforce displacement. Market disruptions from artificial intelligence. Every day it seems like the news cycle tells us more about how the world around us is changing. How should business leaders respond in a chaotic and unpredictable environment?

Leaning on his extensive experience in leadership, digital transformation, and political activism—including leading digital strategy for U.S. President Barack Obama—Caleb Gardner makes predictions for the years ahead. He explores key leadership themes 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 Takeaways**

- We are facing accelerating disruption. The new normal is never feeling normal.
- Change has to become a core leadership competency because those who stop changing in the face of uncertainty will lose to those who are nimbler and adaptive.
- Company executives have to re-frame what they consider “political” as a social construct when all other constructs are coming down—or being re-made.

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

### **Leading Through Uncertainty: The New Rules of Organizational Transformation**

The CEO says to bring everyone back into the office. The CTO says it's time to train everyone to use A.I. (or be replaced). The CMO needs more buy-in to respond to social and political upheaval. At some point, things will get back to normal. (Right?)

How do you lead your people through multiple transformations at once when we have new disruptions and new data to respond to every single day?

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Leaning on his extensive experience in leadership, digital transformation, and political activism—including leading digital strategy for U.S. President Barack Obama, the "Change" President—Caleb Gardner explores key themes from his book, *No Point B*, to make a compelling case for understanding change as a core organizational competency in a digital, hyper-connected world that is evolving every day.

### **Key Takeaways**

- Organizational paralysis is death in a fast-moving, chaotic world.
- Change management can't be a linear process; change has to become a core competency because stuck organizations will lose to more nimble and adaptive ones.
- Companies must put a big focus on internal communications and employee engagement, so employees are brought into the change direction.

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

### **Communicating Through Uncertainty:**

#### **Barack Obama's Digital Director on How to Navigate Disruptive Tech and a Broken Information Ecosystem**

With the death of Twitter and the dismantling of the social media ecosystem, the truth is harder than ever for the average internet user to discern. The internet has become, in internet language, a garbage fire. How should marketing and comms leaders respond? What are the implications for marketing leaders navigating this toxic environment in a presidential election year? Or at any time in an ever-changing environment?

In this talk, Caleb leans on his experience running one of the largest digital programs in existence—engaging with tens of millions of people every day via the Barack Obama social media accounts and email list, including the most followed Twitter account in the world—to talk about what marketing leaders need to do to lead their teams through uncertainty, what disruptive tech means for the future, why the information ecosystem is so broken in the first place—and why we all have a role in fixing it.

### **Key Takeaways:**

- Why the persuasive effects of algorithms affect our news consumption—and why some are tuning out of the news altogether.
- How an ounce of planning and prevention—like deciding on company values—can prevent a crisis.
- The operational changes needed to run a sophisticated marketing team today.

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