



CURT STEINHORST

SPEAKER KIT // 2026

EVEN WHEN IT'S ROCKET SCIENCE, THE HARDEST PART IS HUMAN.

Keynotes on leadership, attention, and doing hard things without being hard on each other.

KEYNOTE SPEAKER • BESTSELLING AUTHOR • FORMER HEAD OF PEOPLE, VENUS AEROSPACE

DEMO REEL youtube.com/watch?v=HvbySwTrEGU →

Southwest

JPMorganChase



accenture



KPMG



abbvie

Deloitte.

KEYNOTE TOPICS

CURT STEINHORST

SERIES IT'S NOT ROCKET SCIENCE

Leadership and culture, drawing on Curt's work leading People at Venus Aerospace.

RETHINKING LEADERSHIP

How do you build a team and lead it today? The choices leaders make about priorities and expectations shape whether people can do good work, especially as that work changes. Curiosity, the limits of attention, and the power of story open up a broader view of leadership than having the answers and asking people to keep doing more.

RETHINKING CULTURE

How do you build a culture that can do hard things? That question becomes practical when people have to admit they are stuck, challenge an idea, or try something that might fail. Curt's experience at Venus Aerospace—including practices that worked and ones that didn't—provides a way to explore how teams work through uncertainty and whether greater pressure always produces better work.

SERIES CAN I HAVE YOUR ATTENTION?

Attention: focus and communication, drawing on over a decade studying attention and advising organizations.

FINDING FOCUS IN A DISTRACTING WORLD

Being responsive has become part of what it means to do a good job, even when it leaves little time to think. That creates a tension for anyone whose work depends on sustained attention. Curt's work on distraction challenges the idea that focus is simply a matter of trying harder, exploring how technology and expectations affect the attention we have available for work and life beyond it.

BREAKING THROUGH THE NOISE

How do you reach the most interrupted, inundated, overwhelmed workforce in history? The science of attention challenges the assumption that people will pay attention because the information is important. What matters to the audience—and whether they can tell it matters to you—changes how we think about communicating ideas people will remember and act on.

SPEAKING ABOUT AI

DO YOU SPEAK ABOUT ARTIFICIAL INTELLIGENCE?

SHORT ANSWER: YES.

Longer answer: I have been writing and speaking about how technology changes attention and behavior at work since 2012.

AI is being adopted faster than any workplace technology before it, and it is reshaping work through thousands of everyday decisions: when to use it, when to slow down, what to hand off, and where people need to stay fully engaged. **That is what I work on with leaders and teams.**

I also lead a team and run a business, so I use AI under the same conditions the audience does.

What I will not do is demo this week's tools, because next week they are different. Or tell you whether AI ends death and taxes or ends humanity.

HOW I HELP

KEYNOTES

Organizations: company-wide, business units

Leadership: senior, extended, emerging

Advisors: experienced, emerging

Clients: current, prospective

FACILITATION

Executive teams, cross-functional groups, business-owning families

HOSTING

Live: events, moderated conversations

On camera: executive interviews, thought-leadership content, brand campaigns

Emcee: the comedic timing from the keynotes, and the keynote's ideas carried through the rest of the conference as one thread

WORKSHOPS

Development programs: advisors, leaders

Team workshops: intact teams, cross-functional groups

Topics: communication, attention, leadership, AI adoption

COACHING

One-on-one work on presentations and consequential conversations

PROJECT OR ONGOING

Any of these can stand alone. An ongoing relationship lets each engagement build on the last and gives you someone who already knows the organization and can be useful in different settings across the year.

CURT STEINHORST

BESTSELLING AUTHOR

KEYNOTE SPEAKER

FMR HEAD OF PEOPLE, VENUS AEROSPACE

ONE LINER

10 WORDS

THE ATTENTION GUY WHO RAN PEOPLE AT A ROCKET COMPANY

STANDARD BIO

169 WORDS

Curt Steinhorst wrote the bestselling book, *Can I Have Your Attention?* (Wiley), then left the speaking circuit to run the people side of a rocket company.

At Venus Aerospace, he helped build the teams behind the world's most efficient rocket engine. The team designed, built, tested, and successfully flew the first high-thrust rotating detonation engine in under four years, on less than \$80 million, making it the most capital-efficient rocket-engine program in history.

Curt has delivered 500+ keynotes across four continents for clients including JPMorgan Chase, AT&T, Nike, Marriott, Accenture, Cisco, Deloitte, Southwest Airlines, KPMG, and the U.S. Naval Academy, and has been named a Top 30 Global Guru three times.

Along with speaking, he contributes to Forbes and has spent fifteen years preparing influential people for their biggest moments, from Heisman acceptance speeches to pitches where millions are won or lost.

Today, his keynotes cover leadership, attention, and doing hard things without being hard on each other. Because **even when it's rocket science, the hardest part is human.**

SHORT BIO

70 WORDS

Curt Steinhorst wrote the bestselling book, *Can I Have Your Attention?* (Wiley), then left the speaking circuit to run the people side of a rocket company, where in less than four years they designed, built, and flew the world's most efficient rocket engine.

Today, his keynotes cover leadership, attention, and doing hard things without being hard on each other. Because **even when it's rocket science, the hardest part is human.**

500+

KEYNOTES

4

CONTINENTS

3x
GLOBAL
GURUS
TOP 30
TIME MANAGEMENT

< 4 yrs
\$80M

ROCKET ENGINE
FROM IDEA TO
FLIGHT*

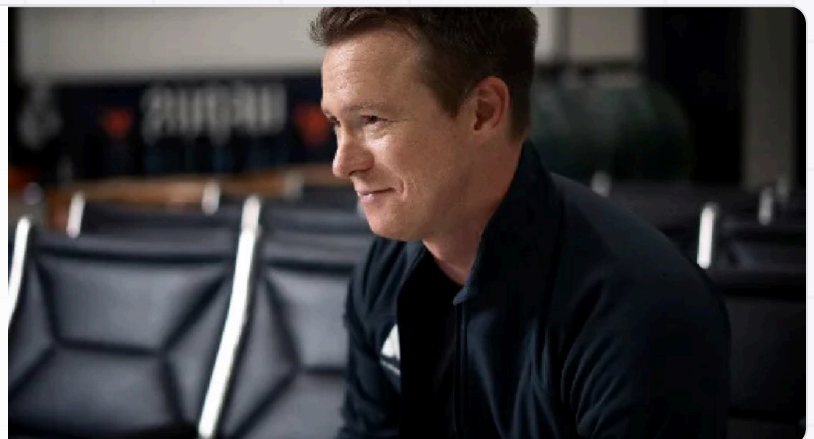
*Fastest, lowest-cost program in history.

OFF STAGE

49 WORDS

Curt lives in Frisco, Texas, with his wife and kids. Off stage, he coaches their basketball and baseball teams, which is group dynamics research with higher stakes and harder crowds.

Curt has gone his entire career **without a cold plunge**, and he has no plans for that to change.



CLIENTS

Southwest

JPMorganChase



accenture



abbvie

Deloitte.

EXTENDED BIO

Curt Steinhorst has spent his career closing the distance between people who have to work together but don't speak the same language: across generations, between leaders and the people they depend on, and between what was said and what was heard.

He's done it in Fortune 500 boardrooms, professional locker rooms, and inside the executive team of a hypersonic deep tech company.

Most recently, he left the speaking circuit to become Head of People at Venus Aerospace, where he helped build the teams behind the world's most efficient rocket engine. The team designed, built, tested, and successfully flew the first high-thrust rotating detonation engine in under four years, on less than \$80 million, making it the most capital-efficient rocket-engine program in history. It turns out that even when it IS rocket science, the outcome still depends on people working together.

Before Venus, Curt built a company around the question of attention. He wrote the bestselling book, *Can I Have Your Attention?* (Wiley), and became a Forbes contributor. He also has ADHD, which is either ironic or the whole point.

Curt got his start on the speaking circuit working with the Center for Generational Kinetics. He looked fourteen, so nobody was going to hire him to talk about anything other than millennials.

His keynotes cover leadership, attention, and doing hard things without being hard on each other. They center on the questions AI can't answer: what deserves our attention, how experienced leaders stay curious when industries shift, and how teams tell the truth under pressure.



CLIENTS

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HIGH-STAKES MOMENTS

Fifteen years preparing influential people for big moments: jersey retirements, Heisman Trophy acceptance speeches, commencement addresses, Shark Tank pitches, and presentations where millions of dollars are won or lost.

OFF STAGE

Curt lives in Frisco, Texas, with his wife and kids. Off stage, he coaches youth basketball and baseball. He has gone his entire career without a cold plunge and has no plans for that to change.

STAGE INTRODUCTION

You are welcome to adjust based on your audience

Curt Steinhorst has made a career of figuring out what happens when smart people from different backgrounds, generations, and realities have to work together. And now, with AI.

He wrote the book on attention before AI made it everyone's problem, then took a detour from the speaking circuit to become Head of People at Venus Aerospace, where his teams built and flew a new kind of hypersonic rocket engine that could put any city on Earth about an hour away. Meaning you could take a lunch meeting in Tokyo and still be "home for dinner," which is actually the company's mission statement.

Curt isn't a rocket scientist, though he hired a lot of them, and he wouldn't recommend them as your next keynote speaker.

He's worked with teams at Nike, Deloitte, JPMorgan Chase, and the U.S. Naval Academy. And he's done it all without taking a single cold plunge.

Please welcome Curt Steinhorst.

OPTIONAL ADD-ONS FOR EVENT HOSTS

Choose any that resonate with your audience:

PERSONAL FACTS

Father of three and married to Kimi, who is in nursing school. The Steinhorst household runs on very little sleep.

Coaches youth baseball and basketball. He's offered to coach football too, but Justin Forsett, a fellow speaker and former NFL Pro Bowler, insists he doesn't need the help. Apparently being a borderline starting free safety in middle school doesn't carry the weight it used to.

Grew up on one of the top debate programs in the state of Texas, which his family will confirm he has never stopped doing.

Proud Texan, still based in the Dallas-Fort Worth area.

ADDITIONAL HIGHLIGHTS

3x Top 30 Global Guru

Bestselling author of *Can I Have Your Attention?*

Forbes contributor on leadership and workplace strategy

Has delivered 500+ keynotes on four continents

Has coached Hall of Famers and elite athletes on communication and presence

Former Head of People at Venus Aerospace

PAST CLIENTS

Nike, AT&T, JPMorgan Chase, Citi, Deloitte, KPMG, U.S. Naval Academy, Accenture, International Paper, Marriott, Host Hotels & Resorts, Southwest Airlines, Nationwide, Royal Bank of Canada, University of Texas, Young Presidents' Organization, Million Dollar Roundtable

AUDIO / VISUAL & ROOM REQUIREMENTS

The size of the room and audience matter. For smaller audiences, such as executive teams, many of the following requests may not be necessary.

ROOM LAYOUT

Proximity is key: Curt's presentation style relies heavily on audience connection and humor. Please minimize the distance between the stage edge and the first row of seats. A large gap or "buffer zone" makes the room feel disconnected and impacts the energy.

Visibility: Please ensure the audience has a clear view of Curt. If a podium is required for other speakers, please position it far enough back so Curt can walk in front of it.

MICROPHONE

Curt trusts the AV team's expertise. If the team determines a lavalier/clip-on is the best option for the specific room acoustics or setup, he is happy to use one.

Wireless: A wireless microphone is required to allow for movement.

Preference: An over-the-ear headset is the top choice, followed by a handheld mic.

SLIDE DECK

Note: Curt does not use slides for every presentation.

IF USED:

Format: Curt's slides are built as a self-contained web file (HTML), not PowerPoint or Keynote. They run full screen in a browser on his own laptop, so nothing needs to be loaded onto the house system.

Timing: Curt finishes the slides as part of his final preparation in the days before the event, so the deck is not sent in advance. He tests it himself at the tech check. If your production team needs a copy on file, he can share a PDF of the slides on the day of the event.

Laptop: Curt presents from his own MacBook (USB-C only) and travels with all necessary adapters. The laptop can be placed at the tech table or on stage.

Control: Curt brings a clicker but prefers a PerfectCue system if available.

Audio: The deck may include videos with sound.

Wi-Fi: No internet connection is needed for the presentation.

STAGE COMFORT & CHECK

Water: Two bottles on stage.

Monitor/Timer: Appreciated if standard to the room, but please do not rent/add specifically for Curt.

Tech Check: Curt is happy to do a brief AV check before the session to test the setup and connect with the crew.

WHO I'VE HELPED

Fifteen years preparing influential people for their biggest moments.



Darren Woodson
Dallas Cowboys Ring of Honor



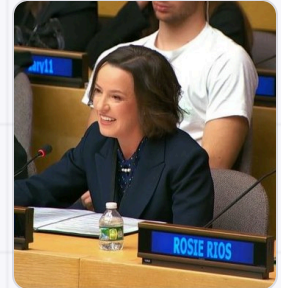
Shane Doan
Phoenix Coyotes Jersey Retirement



Johnny Manziel
Heisman Trophy Acceptance



Katie Hoff
Olympic Games



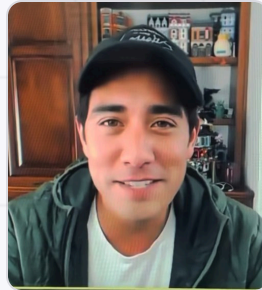
Sassie Duggleby
United Nations Address



Eric Maddox
Located Saddam Hussein



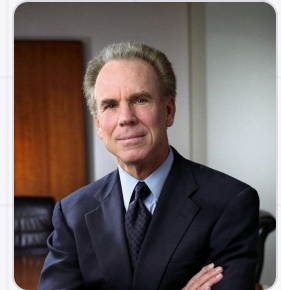
Justin Forsett
NFL Pro Bowl Running Back



Zach King
Viral Filmmaker



Alex Rodriguez
MLB Legend, Investor



Roger Staubach
NFL Hall of Famer



Carly Patterson
Olympic Gold Medalist



Candace Nelson
Founder, Sprinkles Cupcakes



Mark Rampolla
Founder, ZICO Coconut Water



Jesse Itzler
Speaker Brand & Delivery



Jonathan Coors
CoorsTek Company Values

WHAT CLIENTS SAY

500+

KEYNOTES

500K+

ATTENDEES

48

STATES

4

CONTINENTS

300+

CLIENTS

"It's no small feat to keep a room of wealth managers off their phones for an entire keynote. His session was the highest rated of the conference: 4.9 out of 5."

Amy Diesen, VP, Ameriprise

"Your presentation was rated as the BEST of all our sessions... You delivered what you promised and more."

Catherine Viglas, CEO, CITT

"Curt's message was personalized, well researched, entertaining, and included tactics we could implement immediately."

Mark Littlefield, CEO, Farm Credit West

"The presentation was practical, funny, and well-received. We had a lot of buzz following the event. Curt's message thoughtfully addresses a central challenge in our fast-paced work culture. He was a true delight to work with, and we are already planning to bring him back!"

Merck, Event feedback

"I was struck by Curt's ability to think differently and immediately booked him."

Scott Borchetta, Founder & CEO, Big Machine Label Group, American Idol Mentor

"Curt's energy, humor, insights and advice were right on target with our audience of CEOs. He had them laughing, asking questions and nodding their heads in agreement throughout."

David Saunders, Executive Director, IOMA

"Curt has been a valued partner for me. I can't recommend him enough for anyone who seeks to hone their message and present it effectively."

Darren Woodson, 3x Super Bowl champion · ESPN analyst

"When I had to address the United Nations, Curt is who I called. He found the one thing I needed the room to hear and built everything else around it. Every big room since, I have prepared the same way."

Sassie Duggleby, Co-founder & CEO, Venus Aerospace

CLIENTS

Fidelity

Prudential

MDRT

Southwest

AT&T

M

abbvie

NORTHROP GRUMMAN

SAP

accenture

NIKE

MERCK

M

KPMG

HONDA

Deloitte.

Citi

gm

Allstate

JPMorganChase

CISCO

LET'S TALK

TELL ME WHAT YOU'RE BUILDING.

See Curt in the room before he's in yours: the demo reel covers the keynotes, the crowd work, and the rocket science.

Demo reel: youtube.com/watch?v=HvbySwTrEGU →

Email: curt@curtsteinhorst.com

Web: CurtSteinhorst.com

Send inquiry: curtsteinhorst.com/contact

Booking through a bureau? Reach out to your representative directly.