

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.