



MASTERING CHANGE

THE BIG IDEA

In today's fast-evolving business landscape, resilience alone is no longer enough—leaders must cultivate everyday adaptability and creativity to stay ahead. This keynote redefines traditional leadership by showing how disruption can become a catalyst for opportunity, empowering teams to build a culture of continuous innovation and forward-thinking problem-solving.

KEYNOTE DESCRIPTION

Navigating constant change often feels like steering through a storm—unpredictable and overwhelming. As industries shift at lightning speed, leaders frequently scramble to keep pace with new demands. However, the most effective leaders understand that true innovation doesn't rely on monumental breakthroughs. It's fueled by small, consistent actions that spark creativity and push boundaries.

With 70% of change initiatives failing due to leadership gaps, this framework equips leaders to confidently navigate uncertainty, inspire internal innovation, and turn disruption into opportunity. This keynote delivers practical tools to help leaders build agile teams that thrive in dynamic environments, ensuring long-term success through adaptive, small-scale actions that create big results.

In this inspiring and high-impact keynote, *7x award-winning humanitarian and Anthem Awards Leader of the Year* Katie Hilborn draws from her real-world experiences—delivering disaster relief during the Nepal earthquakes and conducting high-risk undercover missions to dismantle child trafficking rings—to demonstrate how everyday acts of resilience and innovation can drive transformative change over time.

THIS KEYNOTE SERVES LEADERS & TEAMS WHO ARE:

- Struggling to navigate rapid changes and uncertainty in their industry
- Finding it challenging to inspire creativity and innovation under pressure
- Seeking better strategies to manage disruption and stay ahead
- Facing difficulty keeping teams motivated and engaged through transitions

THE AUDIENCE WILL LEAVE WITH:

- Practical strategies to harness resilience and adapt in unpredictable environments
- Tools to unlock innovation and creativity when the pressure is on
- A proactive leadership framework to anticipate and manage disruption
- Techniques to keep teams energized, focused, and aligned during change

SUGGESTED EVENT FORMATS

While Katie carefully customizes this keynote for every event type, This keynote has proven to be highly effective in the following formats:

- Leadership Conferences and Meetings
- Strategy Kick-Offs
- R&D Meetings

