

SIGNATURE KEYNOTE

AI to Empower, Not Eliminate

Turning Curiosity Into Clarity



JEFF WILSER

AI Keynote Speaker · Journalist · Host of AI-Curious

45–60 minute keynote · also available as a
half-day or full-day workshop · tailored to your industry

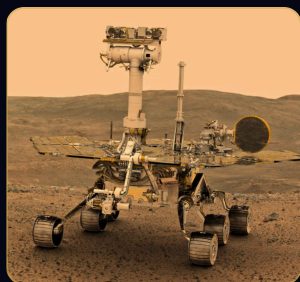
Every leader is being told to use AI. The default move is subtraction — fewer people, lower costs, smaller ambitions. This keynote argues for the opposite: use AI to expand what your people can do, and build a culture that's curious instead of anxious. **Same team, more reach.**

Jeff makes the case through reporting — an interview with Sam Altman, conversations with the people building AI — and through one unforgettable story: NASA's Mars rover Opportunity, sent for 90 days, alive for fifteen years. When her engineers faced the choice every leader now faces — wind her down, or make her more capable — they beamed her a new brain.

It's a talk about AI that's secretly about being human. It ends with a playbook your team can run Monday morning.

YOUR AUDIENCE WILL

- ◆ **Reframe the AI question** — from "who do we cut?" to "how do we reach further with the same people?"
- ◆ **Run the Curiosity Canvas** — the four-bucket exercise Jeff uses with CEO groups to unlock use cases
- ◆ **Leave with the Monday Morning AI Audit** — four questions, fifteen minutes, one safe experiment
- ◆ **Feel the stakes** — walk out moved as well as equipped. (Yes, even the engineers.)



NASA'S OPPORTUNITY ROVER ·
MARS, 2004

BUILT FOR

Leadership teams and boards · industry
associations and conferences ·
organizations mid-AI-adoption —
anxious, curious, or both. Every delivery
is calibrated to the room: the stories
stay; the examples — from standups
to sales pipelines — are rebuilt for
your industry.

WHY JEFF

Jeff doesn't summarize other people's
reporting. He flew to Berlin to stare into
an eyeball-scanning Orb. He
interviewed the NASA scientists.
Across 100+ episodes of AI-Curious
and eight books, his job has stayed the
same: go to the place, ask the
questions, make the complex clear.

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There are speakers who command a room, and then there is Jeff Wilser. He carries you along on a journey you didn't know you needed, and leaves you genuinely moved. Not just informed. Not just entertained.
Moved.

Brandi DeCarli · CEO & Co-Founder, Farm from a Box

This keynote debuted at The Drawing Room — Jeff's AI & leadership salon, featured in The New York Times' front-page coverage of Davos and The Wall Street Journal's The Morning Download.

Book this keynote.

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