KEYNOTE SPEAKER · LEADERSHIP IN THE AGE OF AI

Joelle Kaufman

Happiness Tripwires

For leadership summits, sales kickoffs, and executive offsites.
Your leaders are rolling out AI. Connection is what makes it stick.

• **Best-selling author** • **TEDx speaker** • **$4B CMO & CRO**

THE KEYNOTE

Small moments that drive outsized performance by design.

A happiness tripwire is a small, deliberately planted moment of connection that anticipates a need and fires automatically. It is the most underused lever a leader has over how people perform, heal, and stay.

What your leaders leave with:

- **The tool:** a three-step process to incorporate happiness tripwires into work
- **The feeling:** a live experience of the biology; the whole room relaxes on cue.
- **The method:** a connection-first way to lead people and agents through pressure and change.

Connected teams have:

23% more profit

50% less turnover

56% better performance

(Gallup Q12; BetterUp / HBR)

"Completely engaging, immediately applicable. Wish I had learned this sooner."

Bill Forreider, Edward Jones

AS SEEN ON STAGE AT

TEDx ZUORA Edward Jones CHIEF

100% would rehire
TALKADOT

Joelle turned the worst year of her life into one of her happiest using the same science that makes teams perform. She shows leaders how to engineer that connection on purpose in the AI era.

Watch Joelle Speak →

FORMATS
· 30–45 min keynote · half-day workshop
· virtual or in-person · tailored by audience

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