



*Making the very complex...**awesomely simple***

Every Program Customized. Every Session Built for Impact.

Presentation Topics and Delivery Options

Keynotes and Breakout Sessions

John Spence has delivered more than 1,000 keynote presentations, from small groups of executives to main-stage events of up to 10,000 attendees. Every talk is fast-paced, insight-rich, and designed for immediate application. Drawing on decades of global experience working with high-performing leaders and organizations, John shares clear frameworks and real-world strategies that help people perform at a higher level, work better together, and drive lasting results.

John does not deliver “canned speeches”; each keynote is carefully crafted to align with your event goals and audience needs. He is also frequently invited to lead breakout sessions that build on keynote themes or introduce new topics.

Training

Workshops allow John to move beyond surface-level ideas, guiding participants through in-depth discussions and hands-on application. Each one includes a custom workbook for individual and group exercises, making these highly interactive sessions.

Format Note:

Every topic described in this guide can be delivered as a keynote, breakout session, or training workshop.



The Future of Leadership

What Great Leaders Will Need to Succeed in the Years Ahead

Some leadership qualities will never go out of style. Honesty, integrity, communication, and the ability to work well with others are essential to earning trust and inspiring people. These are the core elements every leader must embrace to succeed.

But the world is moving faster than ever. Technology is transforming how we work, employee expectations are evolving, and markets are shifting rapidly. Leaders must adapt to stay effective and keep their organizations ahead.

This session explores two key themes. First, it reveals the seven key characteristics of great leadership, drawn from a study of more than 10,000 high-potential employees who shared what they look for in an ideal leader. Second, it introduces the three leadership quotients: IQ (competence), EQ (emotional intelligence), and AQ (adaptability) that leaders must possess to be successful in the future.

John can also add information about how artificial intelligence impacts leaders and businesses.

What You'll Learn

- Strategies to apply timeless leadership qualities in modern work environments
- How to strengthen your IQ, EQ, and AQ to lead more effectively
- Practical ideas for staying flexible and responsive in the face of change
- Why self-awareness, empathy, and resilience matter more than ever
- Methods to design a personalized leadership competency model

Outcomes

Attendees will leave with practical tools to build on their strengths, develop new leadership capabilities, and set clear goals for becoming an outstanding leader.



High-Performance Teams

Building Teams That Deliver Exceptional Results

High-performing teams are the engine of a successful organization. But great teams do not happen by chance. They are built on a foundation of trust, clear expectations, and accountability. Teams only thrive when members share a common purpose and communicate openly. They need to maintain a strong focus on collective results to sustain high performance.

What You'll Learn

- The common pitfalls that hinder team success
- The six essential components of high-performance teams
- How to create an environment where team members feel safe sharing ideas and feedback
- Practical ways to improve team communication and navigate conflict productively
- What it takes to drive accountability while strengthening professional relationships

Outcomes

Whether leading a team or contributing to one, this session equips attendees with practical methods they can implement to elevate team performance across their organization.



Culture Matters

Making Culture Your Competitive Advantage

Culture isn't slogans or perks. It's how people think, behave, and work together every day. And it's one of the most powerful levers an organization has for driving performance. This session helps leaders identify what's working, uncover hidden barriers, and take decisive steps to build a healthier, more effective culture. The goal is to strike the right balance between creating a workplace where people feel supported and engaged and maintaining a high standard of performance with clear accountability.

A positive, intentional culture is one of the biggest factors in long-term business success. It not only drives results and boosts employee retention but also acts as a strategic advantage for attracting and keeping top talent. Culture also directly impacts how customers see your organization, shaping their loyalty and trust.

What You'll Learn

- The key factors that define and sustain a high-performing culture
- How to align behavior, values, and business goals
- Ways to spot early signs of culture issues and resolve them proactively
- Daily actions leaders can take to reinforce and strengthen culture

Outcomes

Attendees will leave with a solid understanding of how to build and sustain an effective culture, along with practical methods they can apply right away to improve engagement and deliver stronger business results.



The Formula for Business Excellence

The Building Blocks of Enduring Business Success

The best companies don't try to do everything. They focus relentlessly on a few foundational areas and execute them with discipline. In this session, John Spence introduces a proven formula drawn from decades of research and real-world experience with top-performing businesses. It reveals the essential elements that every organization must get right to achieve lasting success and stay competitive in any market.

What You'll Learn

- How purpose-driven leadership creates higher levels of engagement and commitment
- Why an employee-first culture attracts and retains top talent
- How customer-centric strategy builds competitive differentiation and long-term loyalty
- How to avoid distractions by applying focused innovation
- The role of operational simplicity in reducing friction and boosting agility

Outcomes

Attendees will leave with a clear understanding of the key areas where world-class organizations consistently focus to drive superior performance, along with a roadmap they can use to concentrate their efforts for maximum impact. This session gives leaders confidence they are prioritizing the right actions to achieve sustained excellence and stay ahead of their competition.



Strategic Thinking

How to Sharpen Focus and Create Competitive Advantage

If the thinking that goes into your strategy is flawed, the plan will fall short. This keynote shows leaders how clear, focused thinking is the key to creating strategies that set their organizations apart.

This session helps leaders move beyond complexity and confusion to develop a solid foundation for strategy. You'll discover how to identify what makes your organization distinct, avoid common mistakes that undermine strategy, and direct your efforts toward the highest-impact opportunities.

What You'll Learn

- The essential difference between strategic thinking and strategic planning
- The five levels of strategic thinking
- The four key criteria every effective strategy must meet
- Five practical ways organizations can stand out from competitors
- How to create strategies that deliver unique value to your ideal customers

Outcomes

Attendees will leave with a clear understanding of what makes strategy effective, along with actionable tools to think more strategically, evaluate opportunities, and align their teams around choices that build lasting competitive advantage.



Building Resilience in a World of Constant Change

How to Adapt, Recover, and Come Back Stronger

“If you dislike change, you’ll dislike irrelevance even more.” — US Army General Eric K. Shinseki
In today’s uncertain environment, the difference between organizations that thrive and those that fall behind often comes down to one word: resilience. And the real foundation of organizational resilience is personal resilience.

The cornerstone of this presentation is how to boost your AQ (adaptability quotient), which is the ability to navigate change successfully. Elements of AQ include a high tolerance for ambiguity, flexible thinking, and learning agility.

What You’ll Learn

- Key traits of adaptive individuals—grit, growth mindset, realistic optimism
- Techniques for reframing failure and navigating life’s ups and downs
- How to turn setbacks into strengths
- Embracing disruption as an opportunity, not a threat

Outcomes

Attendees will leave with strategies to deepen personal resilience, support others through adversity, and build an organizational culture that performs well even in times of turbulence.



Strategies for Success

A Strategic Planning Workshop for Your Life

When you take time to think clearly about your values and goals, you make better decisions at work and in life. But most people rarely stop long enough to define what success truly looks like for them. Without that clarity, it's easy to drift or stay stuck in routines that don't serve them.

This session offers a straightforward framework to help you pause, focus on what matters, and build a plan you can follow. It's not about motivation or inspiration. It's a practical process built to drive meaningful progress. While this can be delivered as a keynote, it is most effective as a 90-minute or half-day workshop.

What You'll Learn

- How to identify your most deeply held personal values
- How to define success on your own terms
- Ways to align personal purpose with professional goals
- Techniques to reduce stress, increase self-awareness, and improve emotional intelligence
- A process for building a personal plan for growth and accountability

Outcomes

You'll leave with a clear picture of what you want to achieve and the tools to make steady progress. This session helps you take ownership of your growth and make choices that lead to a more fulfilling path forward.