



KEYNOTE SPEAKER · AUTHOR · 30 YEARS LEADING TRANSFORMATION

Josh Aragon

The talk your leaders need is the one nobody gave them.

Somewhere between the first promotion and today, organizations stopped teaching leaders and started expecting. The teams get trained. The person who has to lead them through the change usually doesn't — and when it goes sideways, that's the person who gets named. Josh Aragon has spent thirty years inside that gap — sixty-plus enterprise launches, sixteen thousand people trained, twelve industries — and gives audiences what he watched work, what he watched fail, and the disciplines that separate the two.

SIGNATURE KEYNOTES · 45-60 MINUTES

The Next Beast: Leading Into AI

Your leaders are being asked to carry a change nobody has led before, on a timeline nobody chose. Josh has led organizations through three of these waves and shows what actually transfers: how to keep a team steady when the tools change faster than the org chart, which decisions to hold and which to hand off, and how to lead people who fear being replaced. **Audiences leave with** a one-page decision frame they can use Monday. Optional 30-minute working exercise or 2-3 hour extension.

What Does the Right Amount of Leadership Actually Look Like?

Too little and the team drifts; too much and it stalls — and most leaders were never shown where the line sits. The book's central question, answered from thirty years of rooms. **Audiences leave with** the Leadership Gap Check — a scored twelve-discipline self-assessment — and one discipline to work on first. Handout provided.

Why Businesses Fail or Stall — and the Standard That Ends It

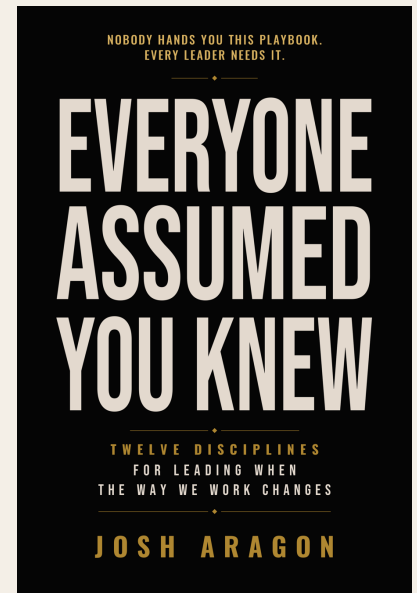
For founder, owner, and operating-executive rooms. Most businesses fail or stall for the same predictable reasons because no one ever defined how one should be built. Josh walks the room through the eleven failure modes and the standard behind them. **Audiences leave with** the Standard Score and their three highest-cost gaps.

WORKSHOPS & WHAT'S INCLUDED

The Twelve Disciplines — half-day to multi-day working session built on the book; also *Everyone Assumed You Knew* and *Operating a Life on Purpose* on request. Every engagement includes a pre-event planning call, customization to your audience and industry, handouts, and a post-event resource page. Books available for the room.

WHERE THE AUTHORITY COMES FROM

Career began inside Lockheed Martin's Skunkworks and Jeppesen. Guided Southwest Airlines' transformation. Trained two of the largest SAFe classes ever run. Clients have included McKesson, MGM Resorts International, TransUnion, Time Warner Cable, Baylor Genetics, First Data, the U.S. Navy, Amgen, PetSmart, Magna Powertrain, Paramount+, and Meijer. Leaders from Citi, Bank of America, the Federal Reserve Bank, AWS, U.S. Bank, USAA, Discover, Oracle, UnitedHealth, FedEx, Deloitte, CVS, Siemens, John Deere, Boeing, Raytheon, Disney, and ExxonMobil have trained in his courses. Co-author of *Mastering the Art of Success* with Jack Canfield. Founder since 1996; coaching organizations since 1999.



Everyone Assumed You Knew

Twelve Disciplines for Leading When the Way We Work Changes. Standard Bearer Press, 2026. Also: *Mastering the Art of Success* (2017) · Overcomers, Inc. (2009).

BY THE NUMBERS

30 YEARS LEADING TRANSFORMATION	60+ ENTERPRISE LAUNCHES
16,000+ TRAINED & CERTIFIED	12 INDUSTRIES

FORMAT & FEES

Keynote from **\$15,000** plus travel. Half-day and full-day workshops quoted. Virtual available. Books at author cost for the room.