New for 2027 · A keynote on judgment and decision-making

The Intuition Advantage

Sharper Judgment for a World on Autopilot

Your leaders have more answers than ever.
So why aren't they making better decisions?



"One of the signs of a really impactful keynote is when people continue to refer back to the concepts, and we kept coming back to Laura's throughout other sessions all day."

Rose Davis, Google

Bad calls happen. The real cost is when organizations stop learning.

Laura calls this The Intuition Crisis. Your people still have instincts, and they still use them, whether they admit it or not. What's disappearing is the chance to test those instincts, learn from them, and make them better.

73 of 75
leaders interviewed use their gut on the calls that matter most

36%
hide it in silence or a post-hoc evidence trail, so it can't be tested, taught, or passed on

80%+
of people deferred to an AI's wrong answer when it was handed to them (Shaw and Nave, Wharton, 2026)

How a hunch becomes judgment.

Laura teaches leaders the science behind intuition, and why we are losing the context in which it is actually built, in ourselves and across our organizations.

01	02	03	04	05
Embodiment	**Patterning**	**Calibration**	**Social Validation**	**Reflection**
You get a feeling before you have words to articulate what it means.	Your brain compares this moment to every one you've had.	You check the feeling against the facts as you think you see them.	You decide whether to voice and defend your conclusion.	You look back to learn from and sharpen your future track record.

Said out loud and tested, the read comes back as learning

The off-ramp. At 04, a read that's kept quiet, or dressed up as data so it will be accepted, skips the test, and nobody learns whether it was right. It's still being used in decision-making, just in the dark... unaccountable and unteachable.

Three moves leaders can make on Monday.

Know your read. Recognize where an instinct comes from, and when it has earned your trust.

Open the room. Close the off-ramp: make it safe to say a read out loud, collect independent reads first, and speak last.

Close the loop. Build honest feedback back into the work, so experience starts teaching again.

Best for: Executive summits, AI and technology conferences, healthcare, financial and professional services, and education leadership.

Put Your Date on Hold

You'll hear back the same business day. Bureaus welcome.

lauragassnerotting.com/contact

A keynote on talent and potential

The Talent Paradox

How the Legendary Talent Spotters See What the Rest of Us Miss

Your gut says, "I'll know it when I see it."
But are you seeing potential, or just polish?



"Attendees walked away with wisdom to help them become stronger, more successful leaders."

Jody Blencowe, Sr. Director, Courtyard Global Brand Management, Marriott International

Every miss has two costs.

The person you backed who couldn't grow, and the one you overlooked who could have. Every organization has its Hedy Lamarrs, waiting for someone to see where they could go instead of only where they've been.

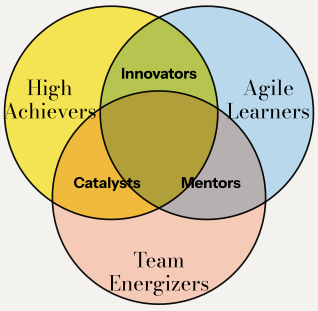
57 of 75
leaders take a gut feeling about a person at face value

63 of 75
accept the first pattern that matches, and stop looking

2 of 75
go back with anyone else to check whether their read was right

Nine behaviors predict potential. Five more only look like it.

Laura shows leaders what their gut is actually reading, and how to see potential, not just polish.



High Achievers
Hunger · Volition · Tenacity

Agile Learners
Plasticity · Agility · Curiosity

Team Energizers
Wonder · Weight · Empathy

Fooled by: ~~charisma, polish, likability, fit, and similarity~~

A shared language for people decisions.

What your gut is actually seeing. The nine behaviors that predict potential, and the five that fool us every time.

Who deserves the bet. How to hire, promote, and develop by where people could go, not only where they've been.

The power of voice. Why saying a read out loud is what turns a bias into expertise, and how you might unknowingly be silencing it.

Best for
Executive teams, boards, partner meetings, talent leaders, and even parents.

Built on
Twenty years of executive search and Laura's doctoral research with the people who read talent for a living.

Formats
Keynote, half-day working session, or your team's own data on stage. In person or virtual.

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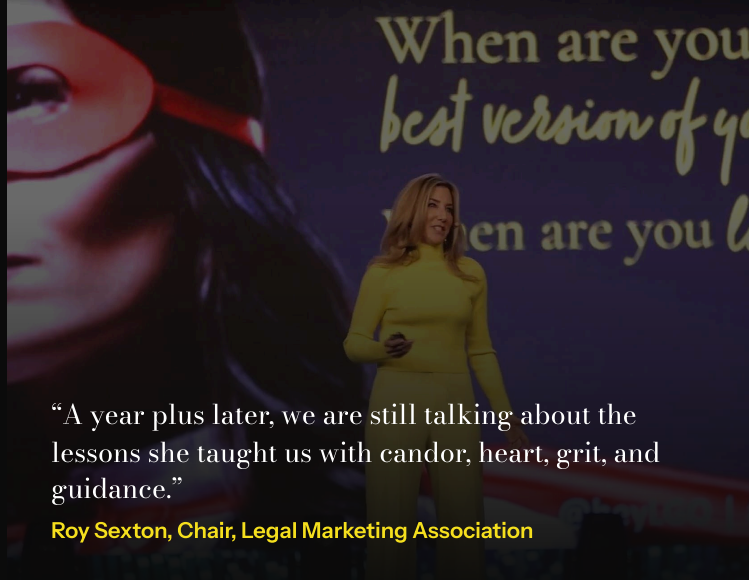
A keynote on engagement and retention

The Limitless Leader

How to Drive Engagement for Every Member of Your Team

Your people are quietly checking out.
Whose scorecard are you asking them to use?



"A year plus later, we are still talking about the lessons she taught us with candor, heart, grit, and guidance."

Roy Sexton, Chair, Legal Marketing Association

Disengagement is the most expensive problem nobody puts on the budget.

Every team has people who are fine on paper, seemingly doing their jobs, but taking the recruiter's call anyway. Miss any one of the four C's, and you don't have a satisfied employee. You have a resignation that hasn't been written yet.

20%
of employees worldwide are engaged at work (Gallup, 2026)

$10 trillion
in productivity is lost to low engagement each year (Gallup, 2026)

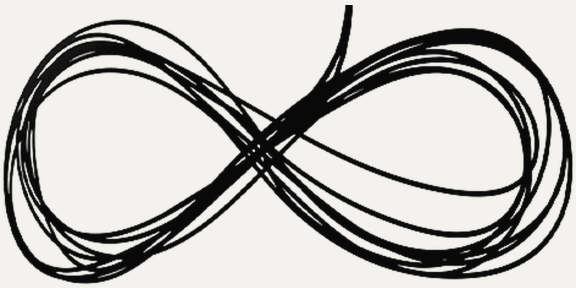
69%
say they would work harder if their work mattered more (Laura's research)

Consonance in one continuous loop.

Built on nearly 10,000 responses from 113 countries, this keynote gives leaders four levers that keep people all in.

01
Calling
Am I inspired by the work?

02
Connection
Does my work matter?



03
Contribution
What does work give to me?

04
Control
Do I have any agency at all?

Four moves, one for each.

Start with calling. Allow for broad definitions of inspiration.

Make your people the hero. Trade "How can I help?" for "What needs to happen?"

Ask what moves them. Learn what each person wants work to contribute to their life whether money, status, flexibility, or more.

Give your people a say. Hand over real influence with sightlines into the decisions that affect them.

Best for
Leadership conferences, associations, and high-turnover industries.

Built on
The Limitless Leader study, nearly 10,000 responses across 113 countries, and the bestseller Limitless.

Formats
Keynote, half-day working session, or your team's own data on stage. In person or virtual.

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A keynote on ambition and high performance

The Weight of Ambition

Why Success Doesn't Feel Like It Should, and What to Do About It

Your team hit the goal.
So why doesn't winning feel better?



"Thank you for sharing your incredible insight, experiences, and energy with our team. You challenged us to think differently."

Adam Lawrence, General Manager, IBM Americas

Your highest performers are the ones most at risk.

Ambition doesn't switch off after the promotion, the launch, or the record quarter. It gets louder, but also more uncertain. Leaders who don't know how to work with it lose the very people they worked hardest to grow.

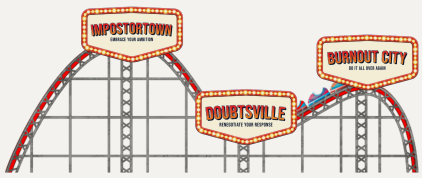
70%
of people experience impostor syndrome; success tends to make it louder

100+
interviews with extraordinary achievers who came out the other side and the better for it

3M+
views of the talk on TED.com that became the *Wall Street Journal* bestselling book.

Every new level brings a new devil.

Drawn from 100+ interviews, this keynote navigates us through the burden of potential that reveals itself with each new success, and leaves leaders knowing how to keep their highest performers thriving at every new level.



Impostortown
Embrace your ambition

Doubtsville
Renegotiate your response

Burnout City
Do it all over again

Three moves for every new level.

Embrace the ambition. Stop letting impostor syndrome gaslight your people out of the room they just earned.

Renegotiate the response. Manage your narrative identity and values to turn doubt from a limitation to an invitation.

Do it all over again. Build valuable habits that let your best people climb the next hill without burning out.

Best for
High-growth companies, sales leadership, and entrepreneur groups.

Built on
More than 100 interviews and the *Wall Street Journal* bestseller *Wonderhell*.

Formats
Keynote, half-day working session, or your team's own data on stage. In person or virtual.

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