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.

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