

Speaker Packet

Laura Gassner Otting

Keynotes on leadership, judgment, and the decisions that matter most.

Researcher · Former Executive Recruiter · *Wall Street Journal* Bestselling Author

---

lauragassnerotting.com

Put Your Date on Hold: lauragassnerotting.com/contact

Meet Laura.



Laura Gassner Otting is a researcher, former executive recruiter, and *Wall Street Journal* bestselling author. She studies intuition: how leaders build judgment they can trust, why the conditions that sharpen it are disappearing, and how organizations turn individual intuition into collective intelligence.

She dropped out of law school to join an unknown southern governor's presidential campaign, and became a Presidential Appointee in the Clinton White House, helping to create AmeriCorps. After becoming the youngest vice president of a nationally respected search firm, she founded Nonprofit Professionals Advisory Group and ran it for fifteen years, paid to see what past performance was hiding. She was good at it, and could never explain how. In 2015 she sold the firm to the team that helped her build it.

In 2016, her kids dared her to say yes to TEDxCambridge. That talk became *Limitless*, one of *Good Morning America*'s Favorite Books of the Year. *Wonderhell* followed, debuting at #2 on the *Wall Street Journal* list, and her talk on why success doesn't feel the way it should has more than 3 million views on TED.com. Today she's a *Good Morning America* contributor, writes for *Harvard Business Review*, and is completing her doctoral dissertation on the use of intuition in high-stakes decisions.

WSJ
bestselling author

3M+
views on TED.com

30 years
advising leaders from the corner office to the Oval Office

10,000
Limitless Assessment responses from 113 countries

How Laura works.

Customization is how the work begins.

Every talk is co-created with the client: their challenges, their people, and the research, stories, and insights that will land.

Everything is backed by research.

People make real decisions based on what they hear from the stage. Every keynote is grounded in research and decades of experience.

"I am coffee."

A speaker once told Laura that conference organizers spend more on the coffee line than on the person on their stage. Her takeaway: she's not the star of your show. You are. No diva behavior, no unreasonable riders, just a partner who shows up prepared and invested in your event's success.

Four keynotes, built on research.

The arc runs from the individual to the organization: how one person's judgment is built, how leaders spot it in others, how they keep it engaged, and how they sustain it after the win. Every keynote is customized, and available in person or virtually.

New for 2027 · 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?

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

Leaders leave with:

- Know your read
- Open the room
- Close the loop

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

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?

Every miss has two costs.

Leaders leave with:

- What your gut is actually seeing
- Who deserves the bet
- The power of voice

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

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?

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

Leaders leave with:

- Start with calling
- Make your people the hero
- Ask what moves them
- Give your people a say

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

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?

Your highest performers are the ones most at risk.

Leaders leave with:

- Embrace the ambition
- Renegotiate the response
- Do it all over again

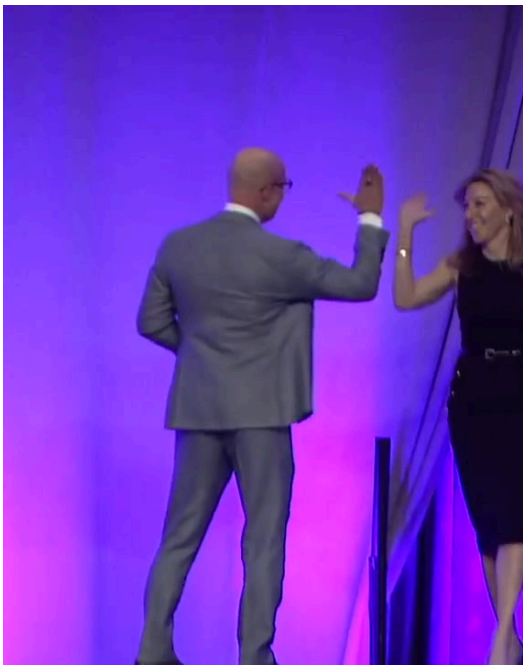
Best for: High-growth companies, sales leadership, and entrepreneur groups.

Put Your Date on Hold

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

Beyond the keynote.

A great hour fades by the next quarter unless something holds it in place. That's why organizations that want lasting change build on the keynote with one or more of these.



01 **Keynote**

The research, the stories, and one framework, customized to your audience and the decisions they face.

02 **Working Session**

A half-day with your leaders, putting the framework to work on the calls they're facing now.

03 **Team Assessment**

Your people take one of Laura's assessments before the event, and she brings your organization's own data to the stage.

04 **Advisory**

Ongoing work with leaders through Limitless Possibility, for the decisions that can't be undone.

Why organizers book her again, and again.

Smart, funny, and super-relatable.

Talks peppered with hilarious personal and professional stories, delivered with punchy power.

Been there, done that.

Three decades advising leaders, and founding and running institutions in the corporate, nonprofit, political, and public sectors.

She's been in your seat.

Her first career was executive search. She never steals relationships, never undercuts deals, and always refers backspin.

Put Your Date on Hold

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

What organizers say.

"I loved hearing our panelists and participants refer back to "Wonderhell" as the day went on. It's firm evidence that people really resonated with the concepts Laura talked about."

Rose Davis, Google

"She broke the ice for the entire conference and struck exactly the right note. The way she integrated our industry messaging so naturally and accurately was mind-boggling."

Varia Makagonova, Director of Marketing, Contentstack

"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

"She challenged our thinking on employee engagement and gave us tools to increase morale, boost productivity, and build more cohesive teams."

Meredith Rollins, Chief Community Officer, PCMA

"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

"Our audience members were asking if we could have her back again next year as soon as she left the stage!"

Julie Pankey, Managing Partner, JMPankey Partners



"It's not an accident you are back for a third time, Laura. The ratings hockey stick every time you are on."

Producer, *Access Hollywood*

Organizations Laura has worked with

Google · IBM · JPMorgan Chase & Co. · Marriott Bonvoy · GE · Lilly · Harvard University · KLM Royal Dutch Airlines · SkyTeam · JLL · TransUnion · Ameriprise Financial · MGM Grand · SXSW · Texas

Booking and logistics.

What happens next.

01 **We hold your date.**
Laura's team confirms availability and holds the date while you get approvals.

02 **Laura gets on a call.**
You talk with Laura about your audience, your goals, and what you need people to do differently.

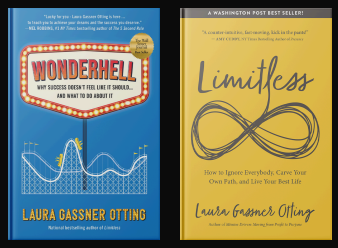
03 **She builds it with you.**
The research, stories, and framework are chosen for your people and tied to your mission.

For bureaus.

In executive search, the client is the organization and the candidate is the product. Laura built a career serving that relationship. She never goes around a bureau, and every engagement is built to bring your client back to you next year.

On stage.

Laura keeps it easy. No podium. A countryman headset, when available. Slides sent in advance. She'll be on site at least 30 minutes early to test A/V. Virtual events are run from a fully professional studio. Full details: the A/V and Travel sheet.



A book in every hand.

Pair the keynote with a copy of *Wonderhell* or *Limitless* for every attendee. Laura is happy to sign on site. Bulk pricing and delivery through Porchlight Books or BulkBooks.

Let's build something beautiful together.

Check availability and hold a date at **lauragassnerotting.com/contact**. Bios, headshots, stage intros, and video: **lauragassnerotting.com/partners**.