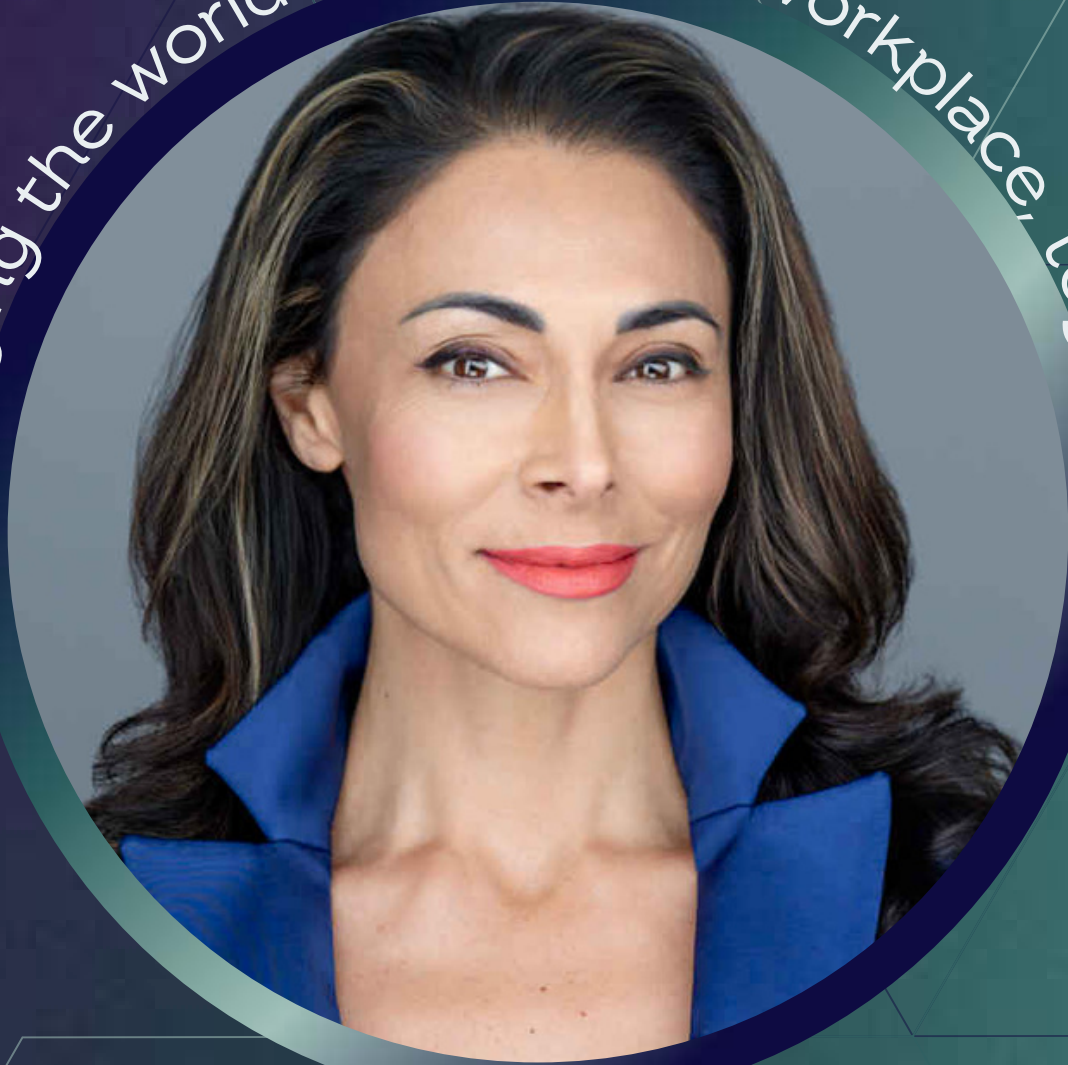


Culturati:
2C26

changing the world through the workplace, together.



Keynote Speaker

Sol Rashidi

CEO, ExecutiveAI

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**2C
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Dear Sol,

We are delighted that you will be speaking at Culturati: Summit 2C26 and appreciate all of your contributions leading up to this point. Please review this document carefully and ensure that all of the information that we have for you is correct. You may reach out to us with any remaining questions. We're all here to help in any way that we can and look forward to welcoming you soon.

Warmest regards,

Eugene, Myste, Annie, Leigh

For logistical questions including travel:

Annie Parmelly - Staff, Culturati
512.689.XXXX | annie@culturatisummit.com

For questions about accommodations:

Leigh Christie - Staff, Culturati
512.289.XXXX | leigh@culturatisummit.com

For questions about the event or session content:

Myste Wylde - COO, Culturati
936.414.XXXX | myste@culturatisummit.com

Eugene Sepulveda - CEO & co-founder Culturati
512.415.XXXX | Eugene@ABPorter.org



Keynote Speaker Checklist & FAQs

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Dear Sol & Brett,

We are delighted that you have agreed to speak at Culturati: Summit 2C26 and appreciate all of your contributions leading up to this point. As deadlines are fast approaching, please refer to the below checklist to make sure that we receive all of your materials on time. We look forward to welcoming you to Campus on Lake Austin, a stunning Hill Country retreat designed to facilitate learning, growth, and connection. Logistics are below for reference, but please do not hesitate to reach out with any requests or questions. We're here to help.

Checklist of items to be received by Monday, March 23rd. All are optional.

- ☐ Presentations for main room (Pavilion) screens. 1.) The presentation that you will show to the audience. 2.) The presentation with notes (if different) for the confidence monitor. (PowerPoint, 16:9. No master template. Can be added directly to this folder.)
- ☐ Interactive features for the app. Polling: please provide the exact wording for the poll questions and four options for each from which participants will choose. We recommend including a slide in your presentation with the question and options (if using). Word Cloud: the exact wording of the question. We recommend including as a slide in your participation as well. Q&A: If accepting questions through the app, please let us know so that we can build it into your session. Can be added directly to this folder.
- ☐ App attachments/links. PDF docs to attach to your session or speaker profile and/or links to your work or additional resources. Can be added directly to this folder.
- ☐ Any inclusions for the welcome bags. (Books, swag, or other materials.) Please let Annie and I know.

These will be loaded on 3.24. Please notify us of any changes after that date: annie@culturatisummit.com.

Stage Setup

- ☒ We have you seated for a fireside chat.
- ☒ We will hook you up with a lavalier mic outside of the Pavilion doors. We recommend meeting in the speakers lounge in room 101 prior to your session. One of our staff will escort you to the Pavilion.
- ☐ We will provide still water and a clicker if using a presentation. As mentioned, there will be a timer and a confidence monitor for your use as well. We will have a title slide made for you regardless of whether you choose to use a presentation or not. Please let us know if you need anything else.

Rehearsal & Recording

- ☐ If you would like time to rehearse onstage or test AV yourself, please let us know and we will block a window for you.
- ☐ We will record your session in real time unless you specify Chatham House Rules. We would love to get a testimonial from you both for our highlight reel as well as to promote your session across our platforms. (A 90 second synopsis hitting key takeaways. Should be substantive and act more as a stand-in than a teaser. What can someone online learn in 90 seconds?) **Brett, what time do you plan to arrive on Sunday?** We could sneak you into the Pavilion during the reception, or even earlier, to capture.

FAQs

Dress Code: Business casual.

WiFi: Campus_Guest (no password)

What makes a great Culturati keynote? (Based on previous attendee feedback.)

✓ **Do's for Keynote Speakers**

1. Prepare with intention

Tailor your content to this audience of senior executives who value both nuance and practicality. Bring the same level of rigor to your keynote as you would to a boardroom presentation—anticipate what will challenge and engage a room of peers. Thoughtful preparation enables spontaneity and sharpens delivery.

2. Prioritize insight over information

Share what's new, emerging, or underexamined. Move beyond commonly accepted ideas and frameworks to offer layered, thought-provoking perspectives. Frame complexity with clarity, and focus on how your message reframes or advances current thinking.

3. Be candid and human

Authenticity resonates. High-level audiences are looking for substance and honesty—not polished talking points. Speak with clarity and conviction, but don't be afraid to acknowledge ambiguity, contradiction, or the tension between ideals and realities.

4. Engage, don't just present

Make room for audience engagement—through a Q&A segment, a provocative question, or a moment of reflection. Sessions that feel like a dialogue, even in keynote form, leave a deeper impression and invite further connection.

5. Bring structure, not rigidity

Start with a strong narrative arc or framework, but allow room for the moment. The best keynotes often come from the dynamic space between preparation and presence. Leave space for ideas to breathe and adapt if needed.

6. Make it applicable

Provide takeaways that are strategic, not surface-level. Offer implications for action—how these ideas might show up in decisions, systems, or behavior. The most memorable sessions connect the conceptual to the operational.

What makes a great Culturati keynote? (Based on previous attendee feedback.)

✗ Don'ts for Keynote Speakers

1. Don't default to product positioning

Even when representing a company or platform, this is not the space for feature overviews or sales messaging. Attendees are looking for strategic thinking, not sponsored content. Focus on the broader ideas, insights, or challenges your work illuminates.

2. Don't recycle content from past events

This audience is well-read, well-attended, and well-versed. Repurposed or generic content is quickly recognized. Your ideas don't need to be radically new, but they do need to be current, relevant, and framed for this specific context.

3. Don't over-pack your presentation

More isn't better. Too much content—especially if it's fast-paced or overly technical—can diminish the impact of your message. Choose depth over breadth, and allow key ideas to land.

4. Don't ignore the complexity in the room

This is a discerning and diverse audience with lived experience navigating cultural, organizational, and societal complexities. Avoid over-simplification or one-dimensional narratives. Consider how your ideas will be received across sectors and lived realities.

5. Don't rely too heavily on visuals or jargon

Avoid defaulting to slide decks dense with data or terminology. If a concept requires explanation, unpack it with care and intention. Prioritize clarity without diluting complexity.

6. Don't dominate shared keynotes

When sharing the stage, ensure equal contribution. Imbalance is noticed and undermines credibility. Share airtime, build on each other's insights, and reflect mutual respect.

SESSION INFO

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Speakers: Sol Rashidi interviewed by Brett Hurt.

Title: Workforce 4.0 and The Next Frontier

Abstract: As AI moves from experimentation to enterprise infrastructure, few leaders bring the execution credibility of Sol Rashidi and Brett Hurt. Sol, the world's first Chief AI Officer for Enterprise, helped launch IBM Watson's early commercial applications and has since led 200+ AI deployments inside Fortune 500 organizations, translating ambition into governed, workforce-integrated operating models and documenting those lessons in Your AI Survival Guide. Brett, serial founder, former CEO of data.world, and host of the Love Conquers Fear podcast, has built and scaled multiple data-driven companies, invested in 150+ startups, and is advancing a broader thesis on AI and human flourishing through his forthcoming book Love Conquers Fear: Humanity, AI, and the Age of Abundance for All. Their keynote will be recorded live as an episode of Love Conquers Fear, bringing our community into a candid executive dialogue on the defining challenge of this era: as AI becomes ubiquitous, competitive advantage shifts from tools to judgment—where to deploy intelligence, what to automate, what remains human, and how leaders move with speed and discipline without breaking trust while making consequential enterprise and societal bets under uncertainty.

Key Takeaways:

- **Judgment is the scarce resource.**
 - As AI capabilities commoditize, advantage shifts to leaders who decide where intelligence belongs in the workflow. The defining question moves from “Can we build it?” to “Where should we trust it, where should we supervise it, and where must humans remain accountable?” Organizations that encode that judgment into clear decision rights and governance move faster with less risk.
- **AI value appears only when work itself is redesigned.**
 - Most AI initiatives stall because they are layered onto legacy processes. Workforce 4.0 requires restructuring how work flows—embedding AI into decisions, automating routine cognition, and repositioning employees as supervisors of systems, interpreters of insight, and stewards of outcomes.
- **Trust is the operating constraint.**
 - Scaling AI across the enterprise introduces new risks around data integrity, bias, accountability, and transparency. The organizations gaining ground pair rapid deployment with disciplined oversight—governance models, auditability, and clear ethical boundaries—so innovation advances without eroding employee or public trust.

SPEAKER INFO

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Name: Sol Rashidi

Title: CEO, ExecutiveAI

Bio: Sol is the world's 1st Chief AI Officer appointed in 2016. With 9 patents, a best-selling author on AI, and a former Amazon & C-Suite Exec (5x), she was named FORBES "AI Maverick & Visionary of the 21st Century" in 2023, and FORBES 'Top 5 People Taking AI To Market' in 2025. Sol has also earned accolades like Top '100 AI Thought Leaders', 'Top 50 Women in Tech' and LinkedIn's 2025 AI Influencer. Sol started her AI career in 2011 when she helped IBM launch Watson. Her job is not just to create capabilities & deploy programs, but to help educate and advise on 1) Workforce preparation & human relevance in the age of AI 2) Data security & AI Governance. What sets Sol apart is she is a practitioner and an operator. She's built these capabilities from scratch and has over 200+ deployments - so her conversations are deeply rooted in experience. Sol is the inventor of The Human Amplification Index , a platform that measures how well we're strengthening both the business and the workforce through AI to ensure you have both financial and human capital ROI. She is the bridge across AI capability development, AI security and data governance, and human capital strategy.

Location & Accommodations: You are booked for two nights at Campus on Lake Austin: 4907 Ranch Road 2222 Austin, Texas 78731.

Transportation: We have you arriving at 9:43 a.m. CT on Sunday, March 29 on AA2708. **We do not yet have your departure information. Do you plan on renting a vehicle or taking rideshare?** We provide sprinter transportation on March 29 between 11 a.m.-5 p.m. and Tuesday, March 31 between 4-11 a.m. CT. (Check-out by 11.)

Dress Code: business casual.

Session Date & Time: Monday, April 7 | 4:40-5:25 p.m. CT. We encourage you to begin your conversation at least 30 minutes prior in the Speakers' Lounge (Room 101) to prep and warm-up. Someone from our team will be there to escort you to the meeting point to receive your lavalier mic 15 minutes prior. (Meeting point: far right Pavilion doors in hallway.)

Session Location: Pavilion (main room for plenaries)

AV: Please let us know if you intend to use visuals. If yes, you may drop your presentation in the folder by Monday, March 23. If no, we will make a title graphic for you. We load and test all materials beforehand and need the week to complete this for all sessions. There will be a clicker for use on stage, and you are welcome to send a presenter version as well with notes. There will be a timer and confidence monitor as well.

App: Our event app offers the ability to poll attendees or use a word cloud. Let us know if interested in exploring app interactivity. All sessions will be surveyed by attendees.

Recording: Your session will be recorded in real time (unless you request Chatham House Rules). You are encouraged to make the session as interactive as possible by peppering Q&A throughout, or at the least, holding the last 10 minutes of your 30 minute session for Q&A. Our team members will walk around with handheld mics for this. If you'd like to also record a 10 minute or less synopsis of your session designed for a digital audience we are happy to block a 30 minute window for you, (but we must know ahead of time as these are slated back-to-back).

Rehearsal: If you would like time to rehearse onstage or test AV yourself, please let us know and we will block a time for you.

STAGE LOOK

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LAYOUT

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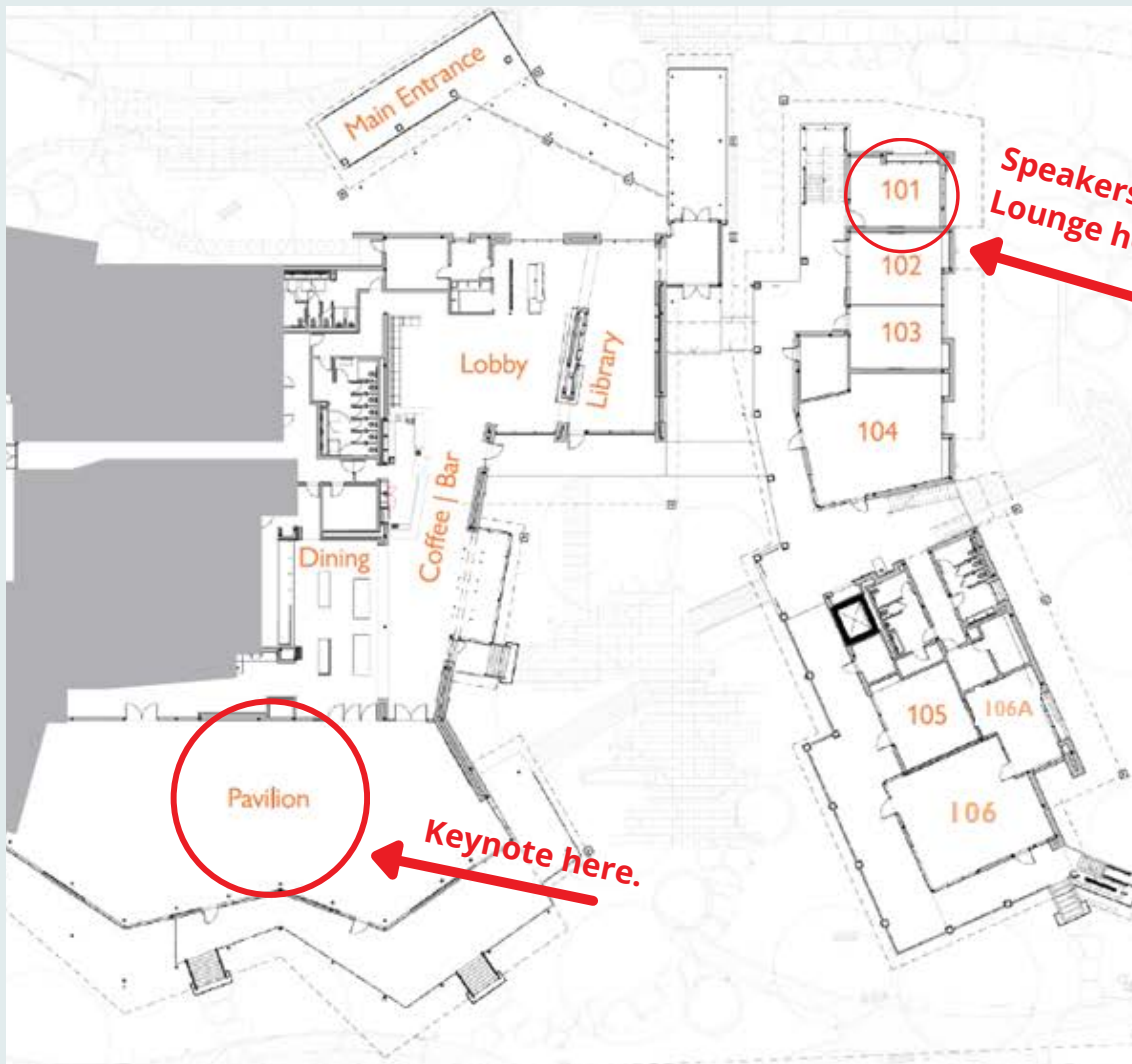
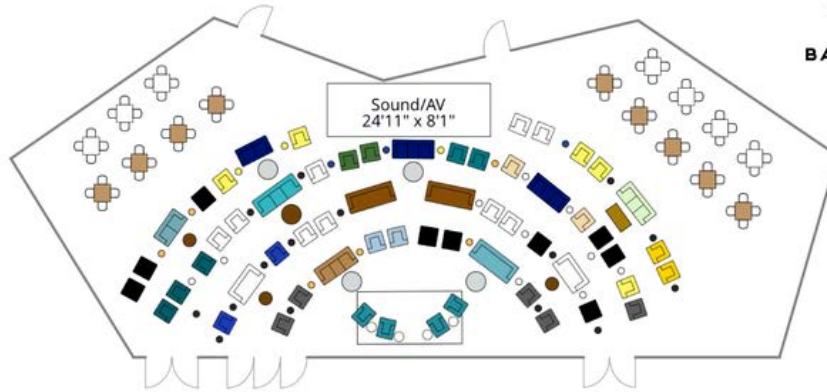
PAVILION FLOORPLAN

TOTAL SEATS: 139

VIGNETTE SEATING: 75

BISTRO TABLES: 9

BAR/PUB TABLES: 7



AGENDA

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MARCH 29

12:00 - 5:00 PM: VIP Sprinter Transportation from AUS to Campus on Lake Austin | Baggage Claim

12:00 - 3:00 PM: Unofficial check-in for early arrivals from the airport | Lobby

12:30 - 2:30 PM: Lunch served for early arrivals from the airport | Dining Room

3:00 PM: Official check-in for accommodations | Lobby

3:00 - 6:00 PM: Registration officially open | Lobby

4:00 - 5:00 PM: Welcome reception | Pavilion

5:10 - 5:15 PM: Opening remarks | Pavilion

5:15 - 6:15 PM: Opening Keynote - “Courageous Leadership: Agency at the Edge” with **Wyman Howard** (Admiral, US Navy, Ret.) and **Kristen Kavanaugh** (CEO & co-founder, the Agency Initiative, author, *Courage Over Fear*, Marine Corps veteran)

6:15 - 6:20 PM: Closing remarks | Pavilion

7:00 - 9:00 PM: Signature CEO dinners around Austin (roundtrip sprinter transportation provided)

9:00 - 11:30 PM: Libation Bar open | Holdsworth Learning Center

MARCH 30

6:00 - 9:00 AM: Registration & check-in open | Lobby

6:00 - 8:00 AM: Breakfast | Dining Room

6:30 - 7:30 AM: Yoga and sound bath | South Lawn (athletic attire recommended, mats provided)

8:30 - 8:40 AM: Opening remarks | Pavilion

8:40 - 9:10 AM: Keynote - “From Analog Companies to Frontier Organizations: Leading the Shift to Agentic Enterprise” with **Katy George** (Corporate Vice President of Workforce Transformation, Microsoft) and **Matthew Duncan** (Head of Thought Leadership on the Future of Work, Microsoft) | Pavilion

9:15 - 9:45 AM: Keynote - “Leadership at the Inflection Point: Turning Transition into Momentum” with **Chris Jensen** (Chief People Officer & EVP, NXP) and **Dana Larsen** (VP Global Talent & Organization Development, NXP) moderated by **Myste Wylde** (COO, Culturati) | Pavilion

9:50-10:20 AM: Keynote - “From Broadcast to Network: A New System for Culture” with **Gideon Pridor** (Chief Marketing Officer, Workvivo by Zoom)

10:50 - 11:50 AM: Breakout Session #1 | Classroom Buildings

- **“From Broadcast to Network: Leading Culture in a Digital-First World”** with **Margaret Trietsch** (NA/LATAM Service Sales Leader, Workvivo by Zoom) | Room 104
- **“Don’t Leave Your People Behind: Shift from AI Adoption to AI Readiness”** with **Holly Price** (Assoc. Partner, McKinsey & Company, Houston) | Room 106
- **“Navigating Geopolitical Headwinds”** TBC with **Alex Czarnecki** (Director of Geopolitical Forecasting & Scenario Analysis, Ergo) | Room 200
- **“Clarity, Courage, and Speed at the Inflection Point” (TBC)** with **Chris Jensen** (CPO & EVP, NXP) and **Dana Larsen** (VP, Global Talent & Organization Development, NXP) | Room 204
- **“Operating in the Age of Agentic AI”** (Microsoft TBC) | Room 206

12:00 - 1:00 PM: Lunch | Dining Room

1:10 - 1:15 PM: Emcee welcome back | Pavilion

AGENDA

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MARCH 30

1:15 - 1:45 PM: “Trust as Infrastructure: The Neuroscience of Courageous Organizations” (TBC) with **Paul J. Zak, PhD** (Professor, neuroscientist, author & tech entrepreneur), **Angus Fletcher, PhD** (Professor, neuroscientist, & author), **Brian Johnson** (Founder, Heroic & author) moderated by **Suraj Hinduja** (Managing Director, RTRX)

1:50 - 2:20 PM: Keynote - “Redesign Work for the Agentic Era: What Leaders Need to Rethink Now” with **John Chartier** (Partner, McKinsey & Company, Boston) & **Charlotte Seiler** (Assoc. Partner, McKinsey & Company, San Francisco) | Pavilion

2:25 - 2:55 PM: Keynote - “AI Stewardship & Accountability” with **Chris Hyams** (CEO, Indeed, Ret.), **Craig Watkins, PhD** (Professor, Executive Director of IC² Institute, UT Austin, Advisory Director, Fathom), **Shakeel Rashed** (Board Member, advisor & investor) moderated by **Rev. Steven Tomlinson, PhD** (Professor, Seminary of the Southwest) | Pavilion

3:25 - 4:25 PM: Breakout Session #2 | Classroom Buildings

- **“Forging Antifragile Confidence: The Leadership Operating System for Human Flourishing** with **Brian Johnson** (Founder, Heroic & author, *Areté*) | **Room 104**
- **“Integrating Intelligence Across the Enterprise”** (TBC - Microsoft) | **Room 106**
- **“Responsible AI: Technology, Language, Power, and the Future of Humanity”** (TBC) with **Chris Hyams** (CEO, Indeed, Ret. Visiting Lecturer, Hutson-Tillotson) & **Erik Starkloff** (CEO, NI, Ret.) | **Room 200**
- **“Trust as Infrastructure: A Cognitive Hospitality Workshop on Courage”** (TBC) with **Paul J. Zak, PhD** (Professor, neuroscientist, author & tech entrepreneur) & **Angus Fletcher, PhD** (Professor, neuroscientist, author) moderated by **Suraj Hinduja** (Managing Director, RTRX) | **Room 204**
- **“Build the Human-Agent Workforce: Skill and Role Shifts”** with **John Chartier** (Partner, McKinsey & Company, Boston) & **Charlotte Seiler** (Assoc. Partner, McKinsey & Company San Francisco) | **Room 206**

4:35 - 4:40 PM: Emcees welcome back | Pavilion

5:40 - 5:25 PM: Keynote - **“Workforce 4.0 and The Next Frontier: AI Done Right”** with **Sol Rashidi** (CEO, ExecutiveAI) interviewed by **Brett Hurt** (CEO, Love Conquers Fear) Closing Remarks | Pavilion

5:25 - 5:35 PM: Closing Remarks | Pavilion

5:35 - 6:35 PM: Libation Bar open

6:45 PM: Board Commodore’s Pup | Boat Dock

7:00 - 8:30 PM: Sunset Dinner Cruise | Lake Austin

8:30 - Midnight: After-Party | Charlie’s Place

MARCH 31

4:00 - 11:00 AM: Sprinters to AUS airport | Circle Drive

6:00 - 8:00 AM: Breakfast | Dining Room

11 AM: Latest check-out available

All times reflected are in Central Time. Minor modifications to agenda possible.

THE VENUE

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About & Layout

The Holdsworth Center at Campus on Lake Austin is a gated, lakeside retreat built to foster education and collaboration, reflection and personal growth. This stunningly designed Lake Flato property reflects the surrounding Hill Country and provides state-of-the-art facilities.

The Holdsworth Center itself is comprised of a lobby, library, the Coffee & Libation bar, the Dining Room, and the Pavilion where all keynotes will be held.

Across the courtyard is the Classroom building where all breakout sessions will take place. The heart of the campus is a commons and natural meadow with a main pedestrian walkway that connects all of the buildings for easy access.

Down by the water is the social hub, Charlie's Place, with a bar, screened-in porch, fire pits, and a pool table where attendees can gather Monday night after the sunset dinner cruise.

Accommodations

The 180-room residential village which rings the property features a community "living room" on each floor of the accommodations buildings (where the crowdsourced conversations will take place). They include a kitchenette with water and snacks, couches and a screened-in porch. Guest rooms include a king-size bed, shampoo and bath products, free wi-fi, in-room safes, plush linens, video streaming, DirectTV programming, walk-in showers, a hairdryer, make-up mirrors, USB charging stations, a reading nook, a phone and a steamer.



Food & Beverage

On Sunday, March 29, the Coffee & Libation bar will be open from 12:00 a.m. - 11:30 p.m. for purchase. We host a light reception in the Dining Room at 4 p.m. followed by our signature CEO dinners.

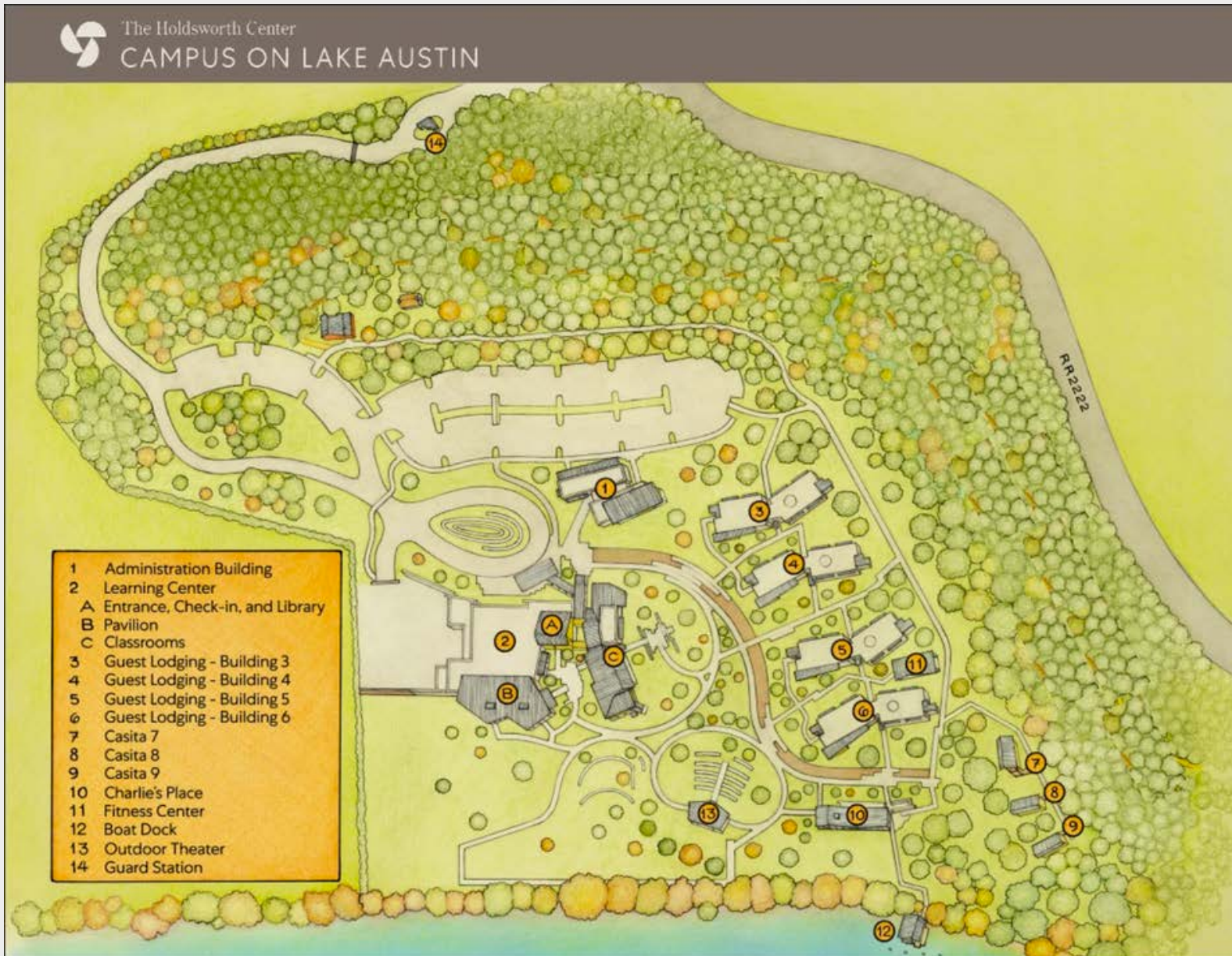
On Monday, March 30, the Coffee & Libation bar will be open for purchase. We provide breakfast and lunch onsite in the Dining Room followed by a sunset dinner cruise that departs from the dock at 7 p.m.. Drinks will be available for purchase after at Charlie's Place.

On Tuesday, March 31, breakfast will be provided in the Dining Room from 6:00-8:00 a.m. CT.

Please note that since this is a private property with specific schedules, policies, and staff. As such early check-in for guests arriving from AUS will begin at 12 p.m. on March 30 with official check-in and registration at 3 p.m. CT. The latest check-out available on March 31 is 11 a.m. There are no F&B options or outlets available other than what's listed above and no outside guests are permitted. Please plan accordingly.

GROUNDS MAP

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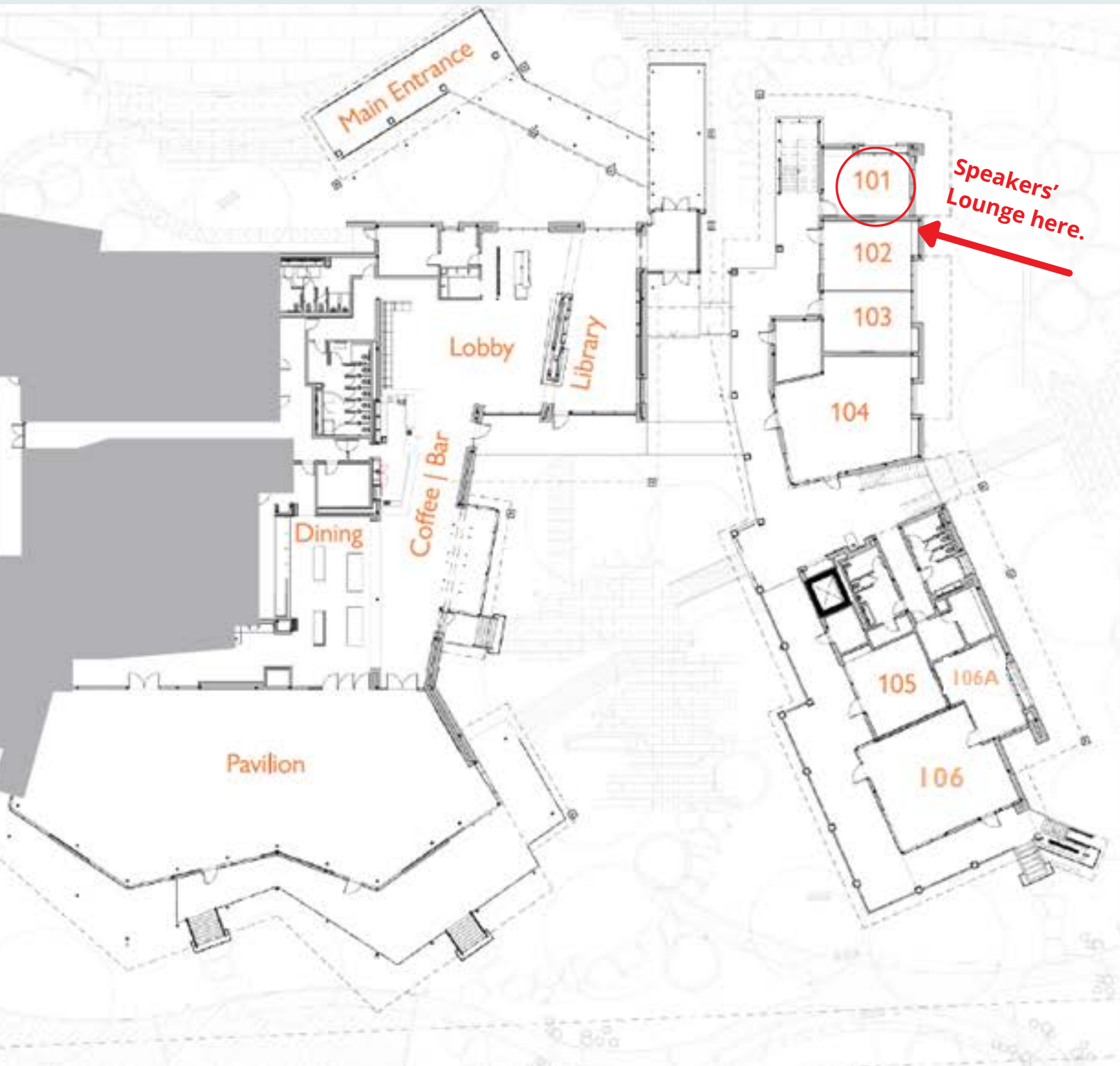


Important Locations

- Sprinter pick-up & drop-off will be in the Circle Drive immediately in front of the Holdsworth Center.
- Registration & check-in is in the Holdsworth Center lobby.
- The Coffee & Libation Bar, Dining Room, and entrance to the Pavilion are in the Holdsworth Center.
- Breakout sessions are held in the classroom building across the courtyard opposite to the Holdsworth Center.
- Charlie's Place is in front of the Boat Dock.

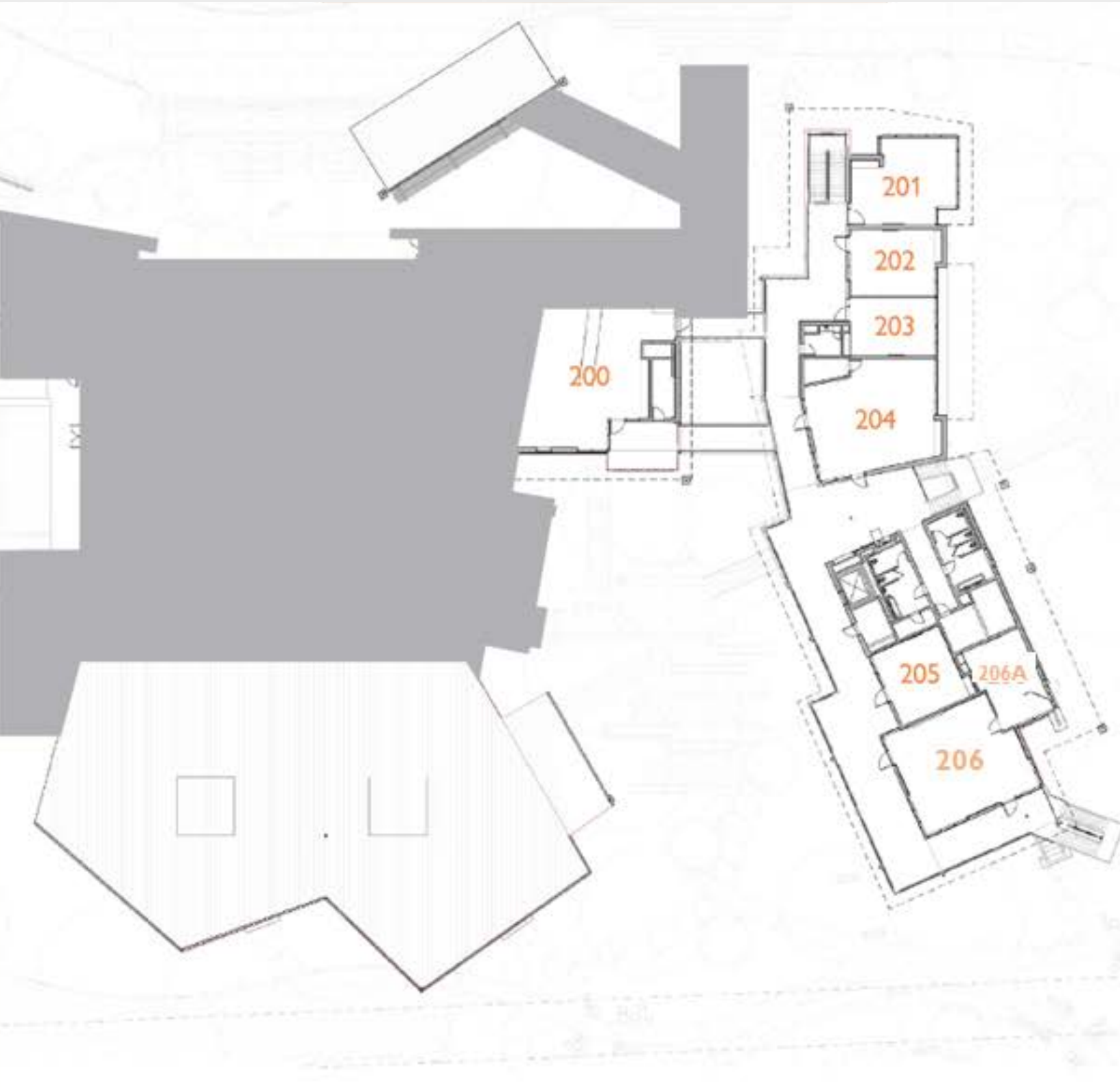
BUILDING MAP – 1ST

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BUILDING MAP – 2ND

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ABOUT US

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We are:

a community of C-suite leaders, scholars, investors, and other executives who practice culture-building and share our playbooks, improving performance, driving success, and helping employees and our communities thrive. We host open, candid conversations around the country and at our annual Summit. We curate and create educational content based on the latest research.



We partner:

with the organizations at the forefront of creating the best places to work. Together with our Knowledge Partners: McKinsey & Company and Microsoft, our Culturati Scholars and other supporters we bring forward, commission, and publish cutting-edge research on culture, including the future of work, today's workforce, inclusion, equity, diversity, and belonging, along with other pillars for creating environments where all can thrive in addition to achieving better business outcomes. We are data-driven and impact-focused.



Why Culturati?

"Societal leadership is now a core function of business." According to Edelman's Trust Barometer, business is the most trusted institution in America today —above government and the media. The health & welfare of our employees, communities, and our nation are today tied to the best practices in our workplace.



DEMOGRAPHICS

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73% of our YOY membership identify as C-suite or equivalent (founder, president, or managing director). We've had 657 companies represented over the years in 42 industries.

Primary concentration is in the U.S. (36 states) plus active members in Canada, Mexico, Israel, Brazil and the U.K.

3K+

Culturati community - 3K mailing list with hundreds involved in our community on an ongoing basis. Active members throughout the world.

1.3M

Our in-person attendees (last year alone) represented an estimated 1,367,026 employees across 109 companies in 28 industries.

73%

C - suite

657

Companies

42

Industries

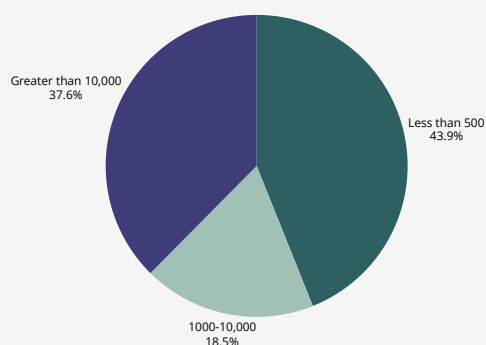
36

States

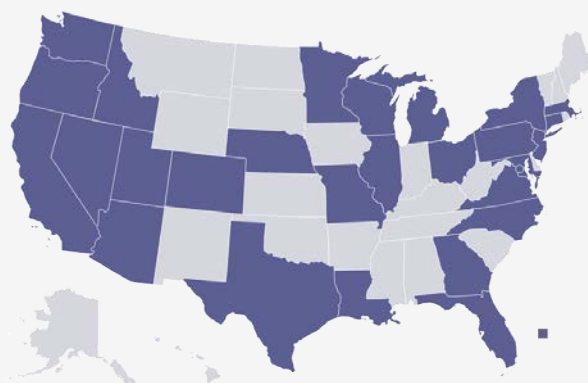
6

Countries

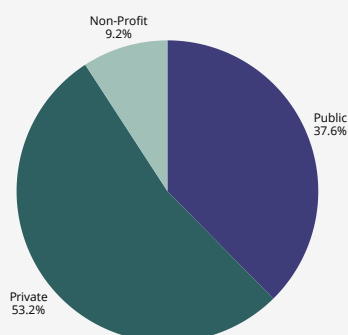
Company Size



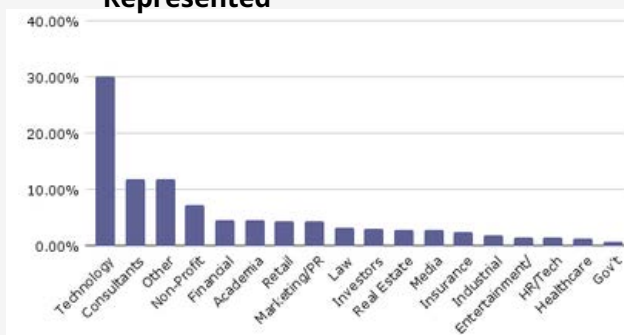
Attendees by State



Public vs Private Companies



Lines of Business Represented





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Culturati: Summit