

KEYNOTE SPEAKER · LEADERSHIP IN THE AGE OF AI

Joelle Kaufman

Happiness Tripwires

The AI era is making people more productive and more alone. Winning teams engineer connection on purpose.



• Best-selling author, *Crushing the Cancer Curveball* • TEDx speaker • \$4B CMO & CRO • Host, *Kicking Cancer's Ass*

Joelle turned the worst year of her life into one of her happiest — and the science behind it is the same science that makes teams perform. Happiness Tripwires shows leaders how to engineer connection on purpose, exactly when the AI era is putting it to the test.

THE KEYNOTE

Small moments that drive outsized performance - on purpose, not by luck.

A happiness tripwire is a small, deliberately planted moment of connection that anticipates a need and fires automatically — the most underused lever a leader has over how people perform, heal, and stay. Joelle gives your audience the science, a tool they'll use that night, and a live experience of the biology: the whole room relaxes, on cue.

- **The tool** — a three-step process to design a happiness tripwire
- **The feeling** — a live experience of the biology; the whole room relaxes, on cue.
- **The method** — a connection-first way to lead people and agents through pressure for every AI rollout and beyond.

The Performance Science of Small Moments

Why the Most Connected Teams Win in the AI Era

AS SEEN ON STAGE AT

TEDxYPSILANTI ZUORA SWSX: W20 PAVILION
NBC CHIEF NPR EDWARD JONES FIRSTMARK



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connection to work performance (604 studies)

#1

perceived social support: strongest predictor of cancer survival

\$154B

yearly cost of workplace loneliness, U.S.

One idea. Two kinds of proof — the biology that keeps people alive is the biology that makes teams outperform.

"An amazing workshop. I left feeling happier, and like I had a simple plan to embrace and celebrate the small bits of joy that often go overlooked."

Jenny Young, Chief

"Completely engaging, immediately applicable. Wish I had learned this sooner.."

Bill Forreider, Edward Jones

100%

found it valuable

100%

clients would rehire

94%

engaging

Audience Feedback @TALKADOT

BOOKED FOR

Leadership summits

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Marketing leadership

FORMATS

- 30–45 min keynote · half-day workshop
- virtual or in-person · tailored by audience

Watch
Joelle
Speak



Bring Happiness Tripwires to
your stage.

Book: speak@gtmflow.com
gtmflow.com · tidycal.com/joelle1