

KEYNOTE SPEAKER · LEADERSHIP IN THE AGE OF AI

Joelle Kaufman

Happiness Tripwires

The most connected teams sell more and lose fewer of their people. Happiness Tripwires builds that connection automatically.

• 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 using the same science that makes teams perform — and shows leaders how to engineer that connection on purpose in the AI era.

THE KEYNOTE

Small moments that drive outsized performance - by design, 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.

- **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.



found it valuable



would rehire



engaging

Audience Feedback @TALKADOT

AS SEEN ON STAGE AT

TEDxYPSILANTI
NBC

ZUORA
NPR

EDWARD JONES
CHIEF



BOOKED FOR

Leadership summits

Sales kickoffs

Future-of-work & AI

Patient experience

Women's leadership

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

18%

higher sales
on the most
connected
teams
(Gallup)

#1

social connection
is the strongest
predictor of
cancer survival

\$154B

yearly cost of
workplace
loneliness, U.S.

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

Bill Forreider, Edward Jones

*"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

Connected teams have:

23%

more
profit

50%

less
turnover

56%

better
performance

(Gallup Q12; BetterUp / HBR)