



JOE HIRSCH

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MAKE FEEDBACK **FEARLESS**

KEYNOTES AND TRAINING PROGRAMS

TEACHER BY CHANCE. FEARLESS BY CHOICE.



I stumbled into my first classroom filled with fears. I couldn't find the right words or the will to handle difficult conversations. Twenty years later, I'm an award-winning educator and global speaker who teaches organizations and their leaders how to achieve better results and relationships through a **fearless communication framework**.

Let's be **FEARLESS** together.

BY THE NUMBERS:

200+

ENGAGEMENTS

30K

AUDIENCE MEMBERS

25

COUNTRIES

20+

YEARS AS EDUCATOR

4

BOYS

3

ADVANCED DEGREES

2

BOOKS

1

WIFE

IN THE MEDIA:

TEDx



WSJ

Inc.

Forbes

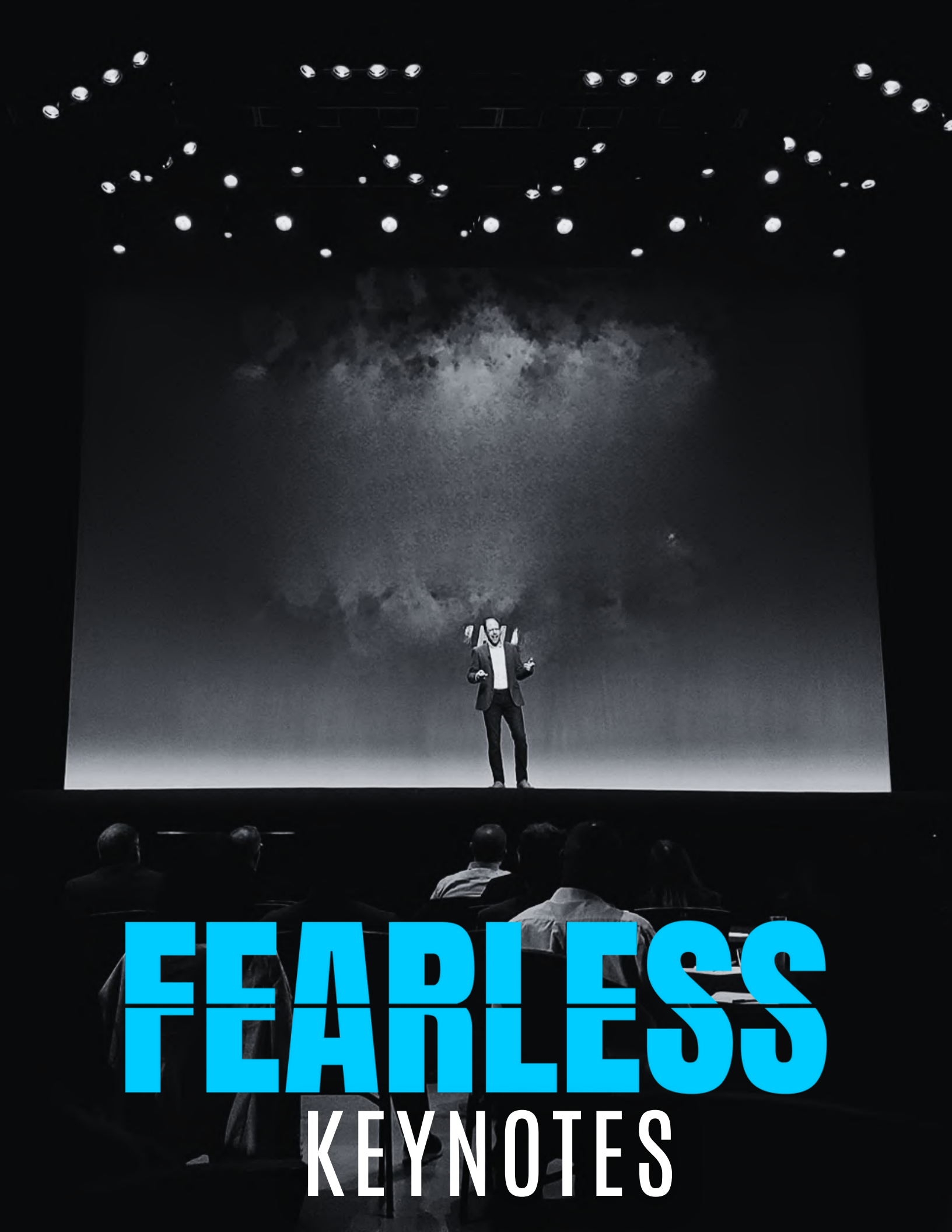
**Harvard
Business
Review**



ABOUT JOE

JOEHIRSCH.ME





FEARLESS

KEYNOTES

TO CREATE A FEARLESS
FEEDBACK CULTURE,
WE NEED A BOLDER
MINDSET AND MESSAGE.

FEEDFORWARD: **FEARLESS** FEEDBACK FOR ALL

There are few things more uncomfortable than giving and receiving feedback. Judgment, worry, disappointment, pain – when these deeply-felt emotions enter the conversation, they can complicate relationships, crimp performance, and diminish trust. To create a fearless feedback culture, we need to change its tone and trajectory – starting with a bolder mindset and message.

In this interactive and evidence-based general session, leaders and individual contributors will explore the impact of **FEEDFORWARD™**, a fearless alternative to traditional feedback. **FEEDFORWARD™** amplifies strengths, promotes dialogue, and focuses on future success instead of past failure – creating performance partnerships built on straight talk and genuine relationships.

Starting with the brain-based case against traditional feedback, you'll discover why appraisal systems often underperform, how managers miss critical information, and the reason feedback often stifles growth rather than promotes it. From there, you'll learn how **FEEDFORWARD™** can shift legacy thinking and practices to produce robust partnerships powered by candor, clarity and connectedness. Work has changed. With **FEEDFORWARD™**, so can the way we talk about it.

ACTIONABLE IMPACT

- Activate the full potential of employees
- Drive performance with candid, collaborative conversation
- Foster high-trust relationships with team members
- Develop a partnership model of talent development

IDEAL AUDIENCE

- Executives
- Senior leaders
- Mid-level managers
- Individual contributors

**STRONG SALES REQUIRE
STRONGER COMMUNICATION.**

FEARLESS FEEDBACK FOR SALES SUCCESS

When feedback fails, sales suffer. Meetings aren't booked, leads aren't closed, and predictability is elusive. Strong sales depend on robust feedback, but without the right skills and savvy, we strain our results and relationships. Sales managers need a playbook for giving feedback without fear or friction – a plan to move their people and pipeline forward: **FEEDFORWARD™**.

FEEDFORWARD™ is a strengths-based, forward-looking view of success. Instead of focusing on past failures, it emphasizes future possibilities. Blending cutting-edge behavioral science with practical solutions, you'll reinforce the lines of communication and trust through a partnership model that empowers others to grow.

Whether you're looking to support individual performance, improve team effectiveness, or drive company culture, **FEEDFORWARD™** provides the mindset and skillset that leads to sales success.

ACTIONABLE IMPACT

- Close more leads by targeting performance snags.
- Increase transparency and trust among your sales teams.
- Achieve sustainable, predictable sales success.
- Retain and promote talent with sales coaching tools and techniques.

IDEAL AUDIENCE

- Sales executives
- Senior leaders
- Sales reps and account managers



**CHANGE IS A CHALLENGE, BUT
IT'S ALSO AN OPPORTUNITY.**

MANAGING CHANGE, ONE TALK AT A TIME

The only way to get through change is to get through it together. And how leaders talk to their teams in turbulent times can be the difference between a setback and a bounce back.

In this evidence-based and entertaining talk, you'll learn how to adopt a coach approach that helps teams overcome challenges, foster innovation, and win at work. Through an interactive blend of real stories and actionable strategies, this keynote will help attendees create more confidence, agency and resilience, one conversation at a time.

From delivering clear communication to sharing fearless feedback, you'll learn how to coach for change and deal with critical issues with more candor and care. Change is a challenge, but it's also an opportunity - and with the right approach, our words can create new opportunities for how we lead and serve.

ACTIONABLE IMPACT

- Cultivate a "coach approach" to change management powered by clear communication.
- Implement high-impact communication strategies that empower others to take action, beat adversity, and deliver results.
- Develop a coaching framework that amplifies the strengths and skills of others.

IDEAL AUDIENCE

- Executives
- Senior leaders
- Mid-level managers
- Individual contributors

**FINDING OUR HUMAN VOICE
HAS NEVER BEEN HARDER -
OR MORE IMPORTANT.**

FEARLESS COMMUNICATION IN THE AGE OF AI

In an era where artificial intelligence (AI) is transforming industries and reshaping human interactions, the importance of feedback has never been more critical. This keynote explores the intricate connection between **FEEDFORWARD™** and AI, highlighting how feedback serves as a vital catalyst for improved communication and provides a much-needed human touch in our increasingly artificial world.

Finding our human voice has never been harder - or more important - than it is today. Learn how to recover and refine your essential skills as a communicator to make every conversation count. Even with sweeping advances in the way we communicate, the power of our human voice is something that cannot be replaced by machines - so long as we know how to use it.

ACTIONABLE IMPACT

- Ensure that AI-generated feedback retains a human touch.
- Align feedback with AI processes to match human needs and expectations.
- Build systems and supports to keep human interactions at the center of your workforce

IDEAL AUDIENCE

- Executives
- Senior leaders
- Mid-level managers
- Individual contributors



FEARLESS FEARLESS TRAINING

FROM THE STAGE TO THE CLASSROOM

I draw on 20+ years of teaching and instructional design experience to create personalized, differentiated and impact-driven programs. As an award-winning educator and researcher, I know how to make learning stick through a powerful sequence of study, practice and reflection.

WORKSHOPS

LEARNING JOURNEYS

ONLINE COURSES

MESSAGING THAT MATTERS

Giving critical feedback can be challenging, even for experienced managers. That's why so many leaders subtly disguise their feedback as a "praise sandwich," hoping to hide bad news and avoid uncomfortable topics. But research shows that this practice is largely ineffective – and may even cause more harm than good. Apply the foundations of feedforward to manage difficult conversations with team members. Learn a powerful approach to delivering just-in-time feedback that emphasizes candor, clarity and collaboration – the virtuous cycle of feedforward. When situations call for hard truths, you need to find your voice – and help others find theirs, too.



EXECUTIVES / SENIOR LEADERS
MID-LEVEL MANAGERS
INDIVIDUAL CONTRIBUTORS



90 MINUTE SESSION
HALF-DAY PROGRAM

ASKING POWERFUL QUESTIONS

When feedback is scarce, so are opportunities for growth. Even when individuals seek out feedback, research suggests that the information they receive may arrive too late and fail to provide the lift they're looking for. Learn how feedforward can help you navigate your career at any stage. By asking the right questions (it's more science than art) and developing strong networks (diversified beats deep), team leaders and employees alike can get timely, transformational support without losing their standing or sanity. Explore specific strategies for getting the guidance you want, when you need it most.



EXECUTIVES / SENIOR LEADERS
MID-LEVEL MANAGERS



90 MINUTE SESSION
HALF-DAY PROGRAM

LEAD WITH A COACH APPROACH

In the fast-paced world of work, the margin for error is small. That's why the best leaders manage with a coach approach – the set of messages and methods that help others thrive in the face of change and uncertainty. Learn how to apply feedforward across teams using high-performance coaching. Develop a coaching framework for supporting employee agency and growth. From restoring psychological safety to communicating with empathy, coaches use partnership to make progress. When leaders coach, everyone wins.



EXECUTIVES / SENIOR LEADERS
MID-LEVEL MANAGERS



90 MINUTE SESSION
HALF-DAY PROGRAM

A CUSTOMIZED L&D SOLUTION

Learning journeys provide a comprehensive and immersive training option for organizations seeking a versatile L&D solution for continuous growth. Combining live sessions, on-demand study and stakeholder development, Learning Journeys can be designed as 3-month, 6-month or 12-month offerings that are enterprise-ready and integrated into existing LMS platforms.

WORKSHOPS

LEARNING JOURNEYS

ONLINE COURSES

LEARNING JOURNEYS AT A GLANCE

	12 MONTH	6 MONTH	3 MONTH	3 MONTH MODIFIED
LIVE SESSIONS	3	3	3	1
ON-DEMAND STUDY	3	3	3	3
TRAINER DEVELOPMENT	2	1	1	1
TRAINER TOUCHPOINTS	4	2	1	1

LIVE SESSIONS

60-minute keynotes designed for leaders and/or employees

ON-DEMAND STUDY

Self-paced study (digital assets) for leaders and/or employees to build progress

TRAINER DEVELOPMENT

60-minute "train the trainer" engagements for group leaders (group size/format to vary)
Group leaders facilitate program deployment for a specific unit or group.

TRAINER TOUCHPOINTS

60-minute calibration sessions for group leaders to increase application of concepts.

OVERVIEW

LEARN ANYTIME, ANYWHERE

Take control of your learning with my online courses. Beautifully designed and easy to navigate, these courses provide a comprehensive learning experience that's flexible, manageable and always accessible. Dynamic content and deep practice make this a versatile choice for lasting growth. **ENTERPRISE-LEVEL PRICING AVAILABLE**

WORKSHOPS

LEARNING JOURNEYS

ONLINE COURSES



CREATING PERFORMANCE PARTNERSHIPS AT WORK

Coaching is the new currency of leadership. This course shows you how to unlock the power of performance partnerships to improve your leadership skills and build capacity within your organization.



1-2 HOURS



6 MODULES



13 VIDEOS



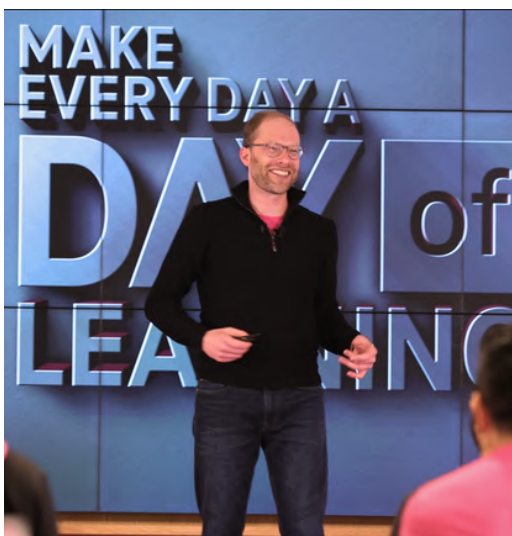
7 ARTICLES



6 PODCASTS



9 REFLECTIONS



THE LANGUAGE OF LEADERS

Leaders need the right words for the right moments but often lack the language of leadership. Filled with practical and proven techniques, this course will show leaders at all levels how to communicate for lasting impact.



1-2 HOURS



6 MODULES



6 VIDEOS



4 ARTICLES



4 PODCASTS



11 REFLECTIONS



FEARLESS FEARLESS PARTNERSHIPS

HUNDREDS OF CLIENTS.
MULTIPLE INDUSTRIES.
FEARLESS RESULTS.

FEARLESS SUCCESS STORIES

RECENT CORPORATE CLIENTS



RECENT EDUCATION CLIENTS



Selected Highlights:



"Joe showed more than 1,500 leaders at Adobe how to make feedback fearless - and we're ready to face that challenge because of his outstanding talk!"

MARK STEVENSON, VICE PRESIDENT, ADOBE



"Joe was a total pleasure to work with from start to finish. He went above and beyond at the conference and delivered incredible value to our attendees!"

JULIA MORGAN, SR. PROGRAM MANAGER, WORKHUMAN



"Joe delivered an exceptional keynote to our conference attendees! He immersed himself in learning our industry and created an exciting start to our summit. Highly recommend!"

ANGELA D'AMATO, SR. VICE PRESIDENT, LIBERTY MUTUAL



"I can't tell you how many times we've been talking about your ideas in our team meetings! Your message truly resonated with everyone!"

DENA NASH, SR. MANAGER, CAREER & SKILLS DEVELOPMENT, T-MOBILE

”

**JOE HIRSCH IS A
BREATH OF FRESH AIR.**

— ADAM GRANT

TESTIMONIALS

JOEHIRSCH.ME



EMPOWERING MANAGERS TO SHARE BETTER FEEDBACK

COMPANY

Global telecommunications carrier

PROBLEM

Managers felt unprepared and over-constrained to provide employee feedback

SOLUTION

Launched a feedback awareness and training campaign featuring keynotes, workshops, on-demand modules and debriefing sessions

DURATION

6 months

IMPACT

Feedback conversations doubled and nearly 70% of employees rated their feedback experiences more favorably than before

TALKING PAST THE “CULTURE OF NICE”

COMPANY

Fortune 100 pharmaceutical
company

PROBLEM

“Polite” feedback culture affected
team performance

SOLUTION

Introduced a partnership feedback
model to managers and employees,
supported by workshops and
guided practice

DURATION

Half-day program

IMPACT

Managers and employees reported
greater comfort with feedback and
shifted from yearly to quarterly
feedback conversations

WHAT TO EXPECT AT YOUR EVENT

YOUR GUIDE TO A FEARLESS EXPERIENCE

BEFORE THE EVENT

- **PROMO VIDEO** Joe will provide (upon request) a video teaser to promote your event internally and on social media. (Please tag Joe so he can amplify your post!)
- **PRE-EVENT CALLS** Joe will join you for a pre-event call to ensure that all event logistics are ironed out. Usually this can be accomplished in 1-2 calls, but he's happy to arrange other touchpoints if needed.

AT THE EVENT

- **HOTEL + TRAVEL** If traveling overnight, Joe prefers to stay at the event venue. Unless a travel buyout has been confirmed, client will arrange a direct booking for one night's hotel stay plus all ground transportation in the event city.
- **A/V + EQUIPMENT** Joe will provide a slide deck to run on the house feed no later than one week before the event. An audio connection is required.

Please provide the following equipment:
 - Lav microphone
 - Slide advancer
 - Confidence monitor (preferred, if possible)
- **STAGE + TECH CHECK** Please remove podium from stage (or push back or to the side) prior to Joe's talk.

Joe will do a tech check on day of the event at least 30 minutes prior to taking the stage.

AFTER THE EVENT

- **AFTER-CARE PACKAGE** If outlined in the agreement, Joe can provide any of the following assets:
 - **Digital workbook** (may be printed and distributed to attendees)
 - **Virtual follow-up session** (30 minutes)
 - **14-day Fearless Challenge** (drip campaign)
 - **Bonus web resources** (private client portal)



GLOBAL KEYNOTE SPEAKER
AWARD-WINNING EDUCATOR
FEARLESS



LET'S CONNECT

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