



Glenn Llopis *'yõ-pẽs*

IDENTITY CATALYST · KEYNOTE SPEAKER

Leadership in the Age of *Personalization*®

One methodology, three practices, one throughline. Every keynote is built around your audience, your industry and the change you need, and every one is measured, not just applauded.

20

years inside Fortune 500 companies, health systems and universities

2010

Forbes contributor since

6

books, including *Earning Conviction* (2026)

600+

hours of recorded leader interviews

9

executive summits designed and hosted, with six host institutions

ONE METHODOLOGY

Three practices. One throughline.

01 · OPPORTUNITY

Build individual agency

See, Sow, Grow and Share, the 6 Strategies of the Innovation Mentality, and the 4 Questions to Develop Your Personal Brand.

02 · INDIVIDUALITY

Shape the environment

Five shifts from tribal to human, and the five indicators that show whether people are led as individuals or managed to the average.

03 · REINVENTION

Reinvent on purpose

The six skills of reinvention readiness, so change becomes a choice rather than a reaction.

THE THROUGHLINE · CONVICTION

Conformity scales. Conviction compounds.

Earned in all three practices: the capacity to act on what you believe before the outcome is certain.

FEATURED KEYNOTES

Four talks. *Every one customized.*

OPPORTUNITY

Human Leadership in the AI Era: What Machines Cannot Do, and You Must

The capabilities AI can't replicate, and how leaders build them before the tools decide for them.

REINVENTION

Reinvention Readiness: Why Most Leaders Aren't Ready, and How to Close the Gap

The practices that make reinvention a choice instead of a reaction.

INDIVIDUALITY

From Tribal to Human: The Shift That Changes Everything Else

Why seeing each person as an individual is now a performance issue, not a values conversation.

CONVICTION · THE THROUGHLINE

Earning Conviction: The Leadership Capability That Makes Everything Else Sustainable

Transformation fails not because strategies are wrong, but because leaders can't sustain them.

Book Glenn to speak

Keynotes, fireside conversations, panel moderation, virtual. Fifteen more talks at theglennllopis.com/keynotes.

glenn@glennllopisgroup.com

solutions@glennllopisgroup.com

theglennllopis.com

ABOUT GLENN

The Identity Catalyst

Glenn Llopis is the founder and CEO of Glenn Llopis Group, the creator of Leadership in the Age of Personalization®, and the author of six books, including *Earning Conviction* (2026). A Forbes contributor since 2010, he has spent 20 years inside Fortune 500 companies, healthcare systems and higher-education institutions, and increasingly with the next generation through Teens UnEdited™.

He founded the Conviction Institute to put the research behind the work in public, and has designed and hosted nine executive summits since 2019 with City of Hope, Fairfield University, LightSpeed VT, Clemson University, University of Phoenix and the Puerto Rico Manufacturers Association. He has moderated more than 100 panel discussions.



Individuality Unleashed, 2021 Leadership in the Age of Personalization Summit

IN THEIR WORDS

What leaders say.

“He doesn’t just share thoughts, he creates an experience; one which brings about a very personal change in many people at once; things are not the same after listening to Glenn. There’s definitely a SHIFT.”

Lorraine Herrera · Raytheon

“Glenn is leading a national conversation on personalization in leadership that is long overdue. In healthcare organizations, that means we must be much more focused on both employees and patients as individuals rather than making them adapt to what is convenient for us.”

Tom Jackiewicz · President, University of Chicago Health System

“Glenn’s teachings remind us that if we ask and listen, we will learn. And if we learn, we will be better cultivators of the healthy work environments we all need to thrive in our work and in our lives.”

Dana Woods · CEO, American Association of Critical-Care Nurses

PEER-REVIEWED

Over twelve months, a health system operationalized personalization across its organization and measured what changed. The work was written up with the system’s president as co-author and published in *Management in Healthcare*, so the claim can be checked rather than taken on trust.

Audiences

- Senior executives and leadership teams
- CEO forums and executive retreats
- Healthcare systems and physician leaders
- Higher education and student leadership forums
- Industry conferences and association events

Formats

- Keynote, customized to the room
- Fireside conversation with a host or executive
- Panel moderation and speaker preparation
- Virtual, delivered live from a broadcast studio

What makes it different

- Built from 600+ hours of recorded conversations with CEOs, physicians, deans and founders
- Backed by seven proprietary assessment instruments, measured before and after
- A keynote that can become a program, coaching or advisory: same method, the form changes

CLIENTS AND SUMMIT HOSTS INCLUDE

Target · General Mills · CVS Health · City of Hope · Clemson University · University of Phoenix · Fairfield University · Puerto Rico Manufacturers Association

Book Glenn to speak

Start with your event, your theme and your audience. A short call is usually enough to decide.

glenn@glennllopisgroup.com
solutions@glennllopisgroup.com

theglennllopis.com/keynotes

BEYOND THE KEYNOTE

Moderator. Facilitator. Summit host.

Running the conversation that gets somewhere, on camera or in the room.

100+

panel discussions
moderated

9

executive summits
hosted since 2019

6

host institutions
across two summit
series

600+

hours of recorded
conversations with
leaders

150+

podcast episodes
with executives



Moderating "From Incrementalism to Transformative Leaps" with Edward S. Kim, MD, MBA, Physician-in-Chief, City of Hope Orange County, 2021 LAOP Summit



Moderating "Guiding the Shift" with John Parrish, 2023 LAOP Summit

PANEL MODERATION

The room gets what it came for

Client events, industry conferences, executive retreats, and the LAOP and Healthcare summits GLLG designs and hosts with partner institutions. He prepares every panelist in advance, then sets the prepared answers aside to get to what the room actually came for.

FIRESIDE CONVERSATIONS

One leader, one hour, on the record

A one-on-one conversation with a CEO, dean or physician leader, in the room or on camera. The same format behind more than 600 hours of recorded conversations and 150+ podcast episodes.

SUMMIT DESIGN AND SPEAKER PREPARATION

Designing what a summit argues

Designing what a summit argues, and readying the people who argue it. Nine executive summits since 2019, in two series: Leadership in the Age of Personalization, and Healthcare in the Age of Personalization.

FACILITATION

Executive sessions that end somewhere

Executive retreats and working sessions, in the room or delivered live from a broadcast studio. Facilitation runs on the same method the keynotes teach, so a conversation about personalization becomes decisions about it.

IN THEIR WORDS

"Glenn's skill as a moderator goes beyond simple guidance. He has the experience for asking thoughtful questions that uncover valuable perspectives and ignite engaging dialogue. He transforms a discussion into an enriching exchange, leaving participants feeling inspired, valued, and with a deeper understanding of the subject matter."

Desiree Portillo Rabinov · Board Trustee President, Glendale Community College

"Glenn's focus on PEOPLE being the first priority in healthcare, whether as patients or staff, was showcased during the Healthcare in the Age of Personalization summit last June, and I was honored to be a part of the insightful discussions about how we can change the culture in American healthcare for the better."

Michael S. Oshiki, MD · President, Riverside Regional Medical Center

"He leads you through a discussion with thoughtful, provocative questions that drive at the heart of the topic he is exploring and has an uncanny ability to bring out the best in his interviewee, putting you at ease."

Nancy Mannion, DNP, RN · Board Chair, Nurses on Boards Coalition

SUMMIT HOSTS City of Hope · Fairfield University · LightSpeed VT · Clemson University · University of Phoenix · Puerto Rico Manufacturers Association

Leadership in the Age of Personalization Summit, since 2019 · Healthcare in the Age of Personalization Summit, 2023 to 2025

Book Glenn to moderate, facilitate or host

Share the event, the theme and who will be on stage. A short call is usually enough to decide.

glenn@glennllopisgroup.com
solutions@glennllopisgroup.com

theglennllopis.com/contact