



JEFF FREY, PhD

Founder, FurtherFaster | Bestselling Author
Speaker on AI, Leadership, and Decision-Making Under Pressure

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Advanced Degrees
CS, MBA, PhD

50+

Organizations Served
Corporate, nonprofit, higher-ed

#1

#1 Amazon Bestseller
Multiple categories

Who Jeff Works With

Leaders in high-responsibility roles where decisions carry real consequences and the pace does not slow down.

Organizations where performance is under pressure and the cost of poor decisions is already starting to become visible.

**His sessions are diagnostic.
Not just inspirational.**

He identifies where performance is breaking down and rebuilds how leaders think, decide, and operate under pressure.

Client Perspective

“*When leadership performance starts to break under pressure, organizations bring in Jeff Frey to fix how decisions get made.*”

Background

PhD in Emotional Intelligence. Master's in Computer Science in Artificial Intelligence. MBA.

A career leading digital and operational initiatives at Fortune 100 organizations in energy and healthcare.

This is not theory. It is research applied where there are real consequences and performance is measured.

Jeff has worked with organizations including NASA, BP, ExxonMobil, United Way, Rice University, and national nonprofits across energy, healthcare, and education.

He teaches in top-tier business programs, working with leaders responsible for outcomes, not just ideas.

The Problem He Solves

Leaders under sustained pressure do not make better decisions. They make faster, lower-quality ones.

Judgment becomes less reliable. Reaction time slows. Decision quality drops.

At the same time, organizations adopt tools like AI without changing how decisions get made. The result is a gap between having the capability and actually using it.

Jeff works directly in that gap, rebuilding how leaders think, decide, and operate under pressure through sound business principles and emotional intelligence.

What Audiences Leave With

- A decision filter for high-pressure situations
- A way to identify team disengagement early
- A 30-day approach to integrating AI into workflows
- A clear understanding of where performance starts to break under pressure

Measurable Outcomes

- Faster and more consistent decision-making in high-pressure environments
- Increased team engagement and early identification of disengagement risks
- Reduction in early-stage burnout indicators across leadership and teams
- Movement from experimental to consistent, daily AI use in leadership and employee workflows

Based on client engagements, assessment data, and observed patterns across organizations.

Featured In and Trusted By



What Clients Say

“Made a measurable impact on our team’s performance.”

Douglas F.

VP Business | Sword @ BP, Houston, TX

“We wish every speaker was like Jeff. His sessions don’t just engage — they change how teams work.”

Teresa C.

PMO and QA Manager | Founderz, Spain

“Practical strategies we could apply immediately.”

Angie N.

HR Talent Manager | SHRM Talent Conference, Las Vegas, NV

Book Jeff

Every session is built around the organization’s actual leadership challenges. Not a standard keynote.

To check availability or start a conversation:

jeff@furtherfaster.com

Response within one business day.

Signature Keynotes & Workshops

From Burnout to Breakthrough

For teams where performance has started to slip.

Clarifies what burnout looks like in high-output environments and provides a practical path to restore clarity, energy, and performance.

Practical emotional intelligence training.

The AI-Powered Leader

For organizations where AI adoption has stalled at experimentation.

Focuses on change management: how leaders make decisions when AI is part of the workflow, where human judgment still matters, and how to move from occasional use to consistent daily application.

Leading Without Losing A Part of Yourself

For leaders operating in roles where responsibility is high and boundaries are limited.

Focuses on sustaining performance, maintaining personal capacity, and continuing to lead effectively without burning out over time.

FurtherFaster: Growing Without Breaking Down

For leaders already operating at a high level who want to understand what gives out under sustained pressure and how to prevent it.

Focuses on decision fatigue, energy management, and what it takes to sustain performance over years, not just quarters.

