Don't trust the process.

What to do when the solution isn't solving the problem.



01 THE IDEA

A process can be followed perfectly and still be answering the wrong question.

02 WHY NOW

More of every organization runs on process, and more of that process is being automated. When the diagnosis is wrong, a faster process only gets to the wrong answer sooner.

03 THE TALK

A personal health story and a real business case, one pattern: capable people working hard on the wrong problem. Not a talk against expertise. A talk about the moment a problem that keeps coming back has earned another look.

Keynote, 45 to 60 minutes, or short-form talk. In person or virtual.

04 SPEAKER

25+ years in financial services, from the mailroom to the C-suite. Named Top Rising Voice in Leadership for 2027 by the International Association of Top Professionals (IAOTP). Private advisor to a small number of executives.

05 PROOF

Watch Joe in two minutes.

Scan for the speaker preview

"The way you humanized both the patient and the doctor was helpful and hopeful."

Jay Nelson, live pilot, September 2026

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