

SPEAKING AND ADVISORY

Dr. John Sviokla

Straight talk on AI for boards and executive teams.
HBS Executive Fellow. Co-founder of GAI Insights. Forbes columnist.

I have spoken to hundreds of executive teams around the world. I explain what is changing, what it means for your firm and what to do about it, in plain language and with evidence.

When to call

- A board has asked for an AI briefing before its next meeting.
- Portfolio CEOs are getting conflicting advice.
- An operating partner needs one playbook across the portfolio.
- Your leadership team needs a shared view of what AI means for the firm.

Signature talks

- **Cognitive Capital: Turning What Your Experts Know Into an Asset.** How to capture what your best people know and make it work across the firm.
- **Is Your Incentive System Blunting AI Transformation?** AI transformation means building cognitive capital, but EBITDA inhibits the investment.
- **You Can Buy AI, But You Can't Fake Capability.** The four stages of AI capability, built on the RISE framework.
- **Where Should Your Company Start with AI?** Where AI should go to work first, built on the WINS framework.
- **What Owners Can Learn From AI Startups.** Flatter, faster, engineering-heavy: what every firm should ask about its product.

Formats

- Board briefings
- Executive team sessions
- Keynotes
- Hands-on workshops, with GAI Insights
- Executive coaching, through 100 Coaches

Why me

- Taught Harvard Business School's first AI course in 1986 and its first on electronic commerce.
- Former US Chief Marketing Officer at PwC and Vice Chairman at Diamond.
- HBR author since 1988. Forbes columnist.
- Board member at InfuSystem.
- Author, *The Self-Made Billionaire Effect*.

Book a board briefing: sviokla.com/contact

I travel to your venue. Fees on request.