

KEEP IT HUMAN™

NOT ANOTHER LECTURE.

A genuine leadership experience.



JIM BOUCHARD

Keep It Human Leadership Experiences

Keynotes | Workshops | Full-day experiences | Leadership retreats

KeepItHumanLeadership.com

Your leaders don't need more information.

They have more information than they can possibly use.

What they need is the confidence to move forward when the answer is not obvious. They need practical ways to help people step up, take responsibility, and perform at their best.

They need the courage to have honest conversations — and the judgment to know when to lead from the front, when to guide, and when to get out of the way.

Most of all, they need an experience that connects leadership ideas to the real people and real challenges waiting for them back at work.

That is what Keep It Human Leadership Experiences are designed to provide.

These are not canned presentations delivered at your people. Every experience is built around conversation, involvement, and application.



Today's leaders must help people...



THINK



QUESTION



PRACTICE



CONTRIBUTE

**“The objective is not temporary motivation.
It is meaningful movement.”**

Leadership changes as responsibility grows.

People First.

Keep It Human offers relevant experiences for every stage of the journey — from rising leaders and newly promoted supervisors to experienced managers, senior leadership teams, and the C-suite.

01

RISING LEADERS

Emerging leaders, high-potential employees, new supervisors, and people preparing to lead former peers.

THE CENTRAL QUESTION

How do I become the leader people now need me to be?

02

INSPIRE – EMPOWER – GUIDE

Managers, supervisors, department heads, and leaders responsible for helping other people perform.

THE CENTRAL QUESTION

How do I help people step up without taking over?

03

THE ONLY CERTAINTY

Leaders at every level — especially senior leaders and executive teams — whose uncertainty affects other people.

THE CENTRAL QUESTION

How do we move forward responsibly when clear answers are not available?

Keep It Human is the philosophy that connects them all.

WHAT DOES YOUR TEAM NEED RIGHT NOW?

*Start with the challenge.
We'll build the experience around it.*



01

We're navigating change, uncertainty, or transition.

→ The Only Certainty

02

Our managers need people to step up and take more responsibility.

→ Inspire – Empower – Guide

03

New and emerging leaders need help making the transition to leadership.

→ Rising Leaders

04

Our senior leaders need time and space to work through something important together.

→ Executive Sessions & Retreats

05

We need more than a keynote. We want people involved and applying what they learn.

→ Full Day Leadership Experience

Not sure where to start?

That's exactly what the discovery conversation is for.

You don't need to know which program or format you need before you call. Start with what's happening in your organization, what you want your people to experience, and what you'd like to be different afterward.

Talk with Alex Armstrong

Alex works with you from the first conversation to help us understand your people, your objectives, and the experience you're trying to create.



No pitch. No pressure.

Just a conversation about what might be useful.

SCHEDULE A DISCOVERY CALL

207-751-4317 | Alex@ArmstrongSpeakers.com

THE ONLY CERTAINTY

A human experience for people who lead.

Uncertainty is not an occasional interruption anymore. It is part of the environment in which leaders are expected to make decisions, communicate direction, preserve trust, and help other people keep moving.

The pressure to sound certain can be enormous — even when certainty does not exist.

The Only Certainty helps leaders resist the temptation to manufacture answers, make promises they cannot keep, or allow fear and speculation to fill the space where facts are missing.

Instead, they learn how to remain honest, steady, and useful.

**Certainty is about probability.
Uncertainty is about possibility.**

PARTICIPANTS PRACTICE HOW TO:

- Separate facts from fear, assumption, and speculation
- Communicate honestly when information is incomplete
- Preserve trust without manufacturing certainty
- Focus people on what they can influence and control
- Replace paralysis with the next responsible action
- Build grounded confidence in themselves and the people they lead.

AVAILABLE FORMATS

INTERACTIVE KEYNOTE

WORKSHOP

FULL DAY

EXECUTIVE SESSION

RETREAT

LEADERSHIP LAB

People
First.

INSPIRE – EMPOWER – GUIDE

Leadership is helping people perform at their best.

Too many leaders become trapped between two bad choices: control everything themselves or step back and hope people figure it out. There is a better way.

I

INSPIRE

Connect people to purpose, possibility, and the belief that their contribution matters.

E

EMPOWER

Provide the authority, trust, resources, and accountability people need to take meaningful responsibility.

G

GUIDE

Teach, coach, challenge, support, and model the standards that help people grow.

TURNING THE FRAMEWORK INTO EVERYDAY LEADERSHIP

01

Delegate responsibility
without abandoning people.

02

Create accountability
without constant control.

03

Set expectations clearly
and follow through.

04

Coach through mistakes
without taking the work back.

05

Give useful feedback
that is honest and human.

06

Know when to shift
direct, support, challenge, or step aside.

07

Develop stronger judgment
and greater independence.

08

Remove the bottleneck
so the team can perform.

The best leaders are teachers. They do not create dependence. They help people develop the judgment and confidence to act.

NOW YOU'RE ONE OF THEM.

Yesterday, you were part of the team. Today, you may be responsible for its performance.

That transition can be exciting, awkward, and more difficult than most organizations acknowledge.

PARTICIPANTS EXPLORE HOW TO

- Move from doing the work to leading the work
- Establish credibility without pretending to know everything
- Lead former peers while preserving trust and boundaries
- Set clear expectations and address performance
- Communicate with confidence, humility, and respect
- Begin developing a personal leadership practice

A promotion changes the title. Becoming a leader takes practice.



More than a keynote. More than a workshop.



A Full Day Keep It Human Leadership Experience gives your people the time and space to move beyond inspiration and into meaningful application.

THE DIFFERENCE



There is no off-the-shelf agenda.

We begin with your people, objectives, and the leadership challenges that matter now. Then we build one connected experience around your priorities.

CUSTOMIZATION

is part of the package.

ONE CONNECTED DAY

OPEN

Interactive keynote or opening conversation

EXPLORE

Paired and small-group work

APPLY

Workshop using real challenges

COMMIT

Practical next steps

Built around your organization.

A Full Day Package can be adapted for a corporate meeting, association conference, leadership summit, manager-development day, board or executive retreat, off-site gathering, or company-wide event.

DISCOVER

Pre-event discovery with organizational and event leaders

CUSTOMIZE

An opening experience shaped around your audience

INVOLVE

Individual reflection, paired work, and small groups

APPLY

Real organizational challenges brought into the room

RESOURCE

Books, Field Guides, workbooks, and tools

CONTINUE

Optional Labs, coaching, or implementation follow-up

SPECIAL-FOCUS EXPERIENCES

STILL HUMAN

Embrace AI without sacrificing judgment, accountability, culture, critical thinking, or human connection.

SENSEI IN THE C-SUITE

A candid executive conversation about leadership judgment, responsibility, alignment, and the human realities of leading at the highest level.

One day. One connected experience. Built for the people in the room.

What clients say after the experience.

Selected from verified client reviews published on Jim's eSpeakers profile.

“

I was impressed with his ability to connect with the audience and adapt his content on the spot. His session on day two was standing room only. Our attendees wanted more!”

L.W., Director of Professional Development

Utah Credit Union Association

“

Jim has a gift for allowing the group to lead him where they need, and his down-to-earth and honest approach was a breath of fresh air.”

T.B., Associate Director for Education

North Dakota Board of Nursing

“

His message resonates at all levels of an organization — from the rookie to the seasoned professional — who can all learn something from his approach.”

J.S., AVP, Marketing

Gen Re

Trusted across industries, roles, and borders.

A selection of the many organizations that have invited Jim to speak, facilitate, and support their leaders and teams.

Southern Farm Bureau Life Insurance
Hopdoddy Burger Bar
2K Gaming
Maine Healthcare Association
LeadingAge New York
North Dakota Board of Nursing

Gen Re
Associated General Contractors of America
National Association of Home Builders
Maine Bankers Association
Virginia Bankers Association

Cornerstone Credit Union League
Utah Credit Union Association
Maine Credit Union League
New York Credit Union Association
Caribbean Confederation of Credit Unions

KEEP IT HUMAN™

LET'S BUILD THE RIGHT EXPERIENCE FOR YOUR PEOPLE.

Inspire. Empower. Guide.
Create lasting impact.

Do you want a lecture? Or a conversation?



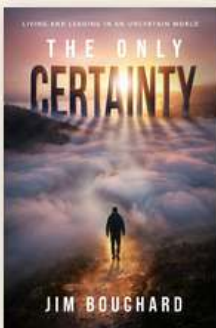
BOOK IN EVERY SEAT

**The experience should not end
when Jim leaves the room.**

Every program includes a curated supply
of books and supporting resources
selected for the audience and experience.

Full Day Package: Up to 100 books included.

Additional copies are available through
Book In Every Seat at special bulk pricing.



ABOUT JIM

**A conversation
people remember.**

Jim Bouchard is a leadership activist,
speaker, author, and founder of Keep It Human.

His sessions are candid, practical, highly
interactive, and responsive to the people
in the room. He creates the conditions for
useful conversation, honest reflection,
and meaningful movement.

**Human connection.
Real-time responsiveness.
Practical leadership ideas people can use.**

LET'S TALK.

KeepItHumanLeadership.com

TO BOOK JIM OR LEARN MORE,
CALL ALEX ARMSTRONG:

207-751-4317

OR EMAIL ALEX@ARMSTRONGSPEAKERS.COM