

Alex Dorr

Topic Descriptions

How We Could: The Framework to Lead Without Drama, Build Alignment and Call Teams to Greatness

(*Based on Alex's Upcoming Book launching September 22nd!)

Every leader has faced this moment: a team member stuck in excuses, a team drowning in “why we can’t,” and no clear path to move them forward. Most leaders either avoid the conversation or push harder - and neither works.

What if there was a framework that worked every time?

In this keynote, Alex Dorr distills 25 years of Reality-Based Leadership - battle-tested in the world's top companies - into a simple, powerful 5-step process called The Call to Greatness Framework. It's the approach every leader has been longing for: a clear, repeatable path to ditch the drama, coach anyone past their barriers and into next right action.

Alex shows leaders how to do something most struggle with - hold two truths at once in tough moments. To love people up and validate the real struggles they're facing while still consistently and confidently calling them up to succeed in spite of the challenge in front of them. This is what builds the kind of trust that scales leadership, strengthens culture, and ensures that circumstances never become the reason people can't succeed.

Powered by real-life case studies of companies that broke through their biggest barriers using this framework, your audience will see exactly what's possible when leaders stop tiptoeing around workplace drama and start calling their teams to greatness.

Leaders who master this framework will never again face a source of drama, conflict, or resistance they don't know how to handle. Because no matter what the challenge is, they'll know exactly how to move from “why we can't” to “how we could.”

Key takeaways for the audience:

- The complete 5-step Call to Greatness framework – a clear, repeatable tool to coach anyone past their barriers and into next right action
- The skills to validate struggle and lead with empathy, while still confidently calling people up to their best selves
- Real-life case studies showing how top organizations used these tools to break through drama, excuses, and resistance at scale
- The confidence to walk into any difficult conversation, any source of drama, and any moment of resistance - and know exactly how to lead through it

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Topic Descriptions

Reality-Based Leadership: Ditch the Drama and Turn Excuses Into Results

The average person spends 2.5 hours every single day caught up in drama at work. Imagine what your team could accomplish if you got that time back. Drama isn't a personality problem or a generational issue. It's a leadership problem.

And the good news? It's completely solvable.

In this high-energy keynote, Alex Dorr reveals the three sources of drama quietly stealing the joy and productivity from your workplace - and shows leaders exactly HOW to stop it.

First, Alex exposes the everyday behaviors we've all normalized: the venting, the gossip, the scorekeeping. These aren't just annoying habits; they're energy leaks that quietly erode team trust and culture. Alex gives leaders the tools to coach people beyond complaining and into accountability and next right action, without losing the empathy and approachability their teams need.

From there, Alex tackles the accountability gap seen in so many teams. Audiences discover that happiness and success at work aren't tied to perfect circumstances, but to the amount of accountability people take for the challenges they face.

Finally, Alex addresses the invisible drain on every organization's potential: resistance to change and "why we can't" thinking. Great leaders aren't just managers of tasks - they're managers of energy. Through a breakthrough tool called Thinking Inside-the-Box, your audience will discover how to unlock unlimited innovation and creative problem-solving, even in the middle of the toughest constraints and competing priorities.

If you're looking for a keynote where your audience walks away energized, equipped and ready to create a more peaceful, more productive workplace - where the job they dread on Monday becomes the one they enjoy by Friday - this is the session your conference needs.

Key takeaways for the audience:

- Clarity on the three biggest sources of drama draining 2.5 hours per person, per day in your organization - and exactly how to address each one
- Proven coaching techniques to move people beyond venting and complaining and into real impact, without sacrificing approachability, empathy or trust
- Energy management tools to shift teams from "why we can't" and resistance to change into "how we could" and positive possibilities
- A breakthrough tool called Thinking Inside-the-Box that unlocks unlimited innovation and creativity, even in the middle of the toughest constraints

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Topic Descriptions

Hardwiring Accountability: Boost Employee Value and Turn Talent Into Productivity

Accountability is the most talked-about concept in leadership - and the least understood. Most leaders want it. Few know how to build it into the fabric of their culture, so it actually sticks.

This session changes that.

Alex starts with a powerful truth about human behavior: high-accountable and low-accountable employees cannot comfortably coexist in the same environment. You're always making one mindset uncomfortable - the goal is to make sure it's the right one.

Here's what's at stake: your team's level of personal accountability is the single biggest predictor of their engagement. High-accountables are drawn to highly accountable work cultures. They want to do great work alongside people who take ownership - and they won't stay long where victim mindsets are allowed to fester and where drama is enabled.

When leaders get this right, engagement stops being something you chase. It becomes a natural byproduct of the culture you've built.

This session gives leaders the clarity and the tools to create that environment - and the specific coaching approaches to bring out the best in their people every single day.

If your goal is to ensure that your entire team can turn the talent you have into productivity and create a workplace where great people do their best work and actually want to stay, this is the session that gets you there.

Key takeaways for the audience:

- The proven link between personal accountability and team happiness - and why it's the metric leaders cannot afford to ignore
- The four factors of an accountable mindset, and exactly how to coach people toward them
- Techniques for delivering feedback that fuels growth instead of defensiveness
- A powerful new metric for identifying low accountability - so leaders can finally address toxic geniuses and high-drama high-performers before they erode company culture

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Topic Descriptions

Business Readiness: Build Disruption-Proof Teams That Capitalize on Change

Most organizations treat change like a problem to survive. What if the real problem is that your team simply lacks readiness for it?

Here's the uncomfortable truth that most organizations and leaders are missing: change isn't hard. It's only hard for the unready. And when teams aren't ready for what's next, they have only one option - resist. Because resistance is safer than being exposed as unprepared for what the business needs next.

It's time to stop managing through change as it comes. It's time to build readiness for what's next.

In this breakthrough session, Alex Dorr challenges one of the most deeply held beliefs in organizational leadership - that change management is about making change least disruptive to the people. Because the real question isn't how do we protect our team members from change. It's how do we ensure change is least disruptive to the business, our customers, our patients, and/or the people we serve.

Alex walks leaders through the individual and human responses to change - normalizing the fear and uncertainty that derail most teams - and then shows exactly how to coach people past their personal resistance. From there, he tackles how groups respond to change, why teams default to passivity, and how to shift from resistance into visionary mindsets.

Most importantly, your audience will leave with a modern mindset called Business Readiness - a proactive, forward-thinking approach that keeps teams ready, willing, and able to deliver on what the organization needs next. Leaders will learn how to build teams stocked full of drivers of change who scan the horizon, spot opportunities coming, and position their organization to capitalize on disruption before it arrives.

The organizations that thrive in today's marketplace won't be the ones that managed change the best. They'll be the ones who maintained readiness for it.

Key takeaways for the audience:

- A paradigm-shifting reframe of change management - and why Business Readiness is the modern approach to leading through change today's organizations can't afford to ignore
- A clear understanding of individual and group responses to change, and how to normalize fear and uncertainty so teams move forward intentionally even in ambiguity
- Immediately applicable coaching tools to move people past personal resistance - into alignment and collective action
- The Pyramid of Business Readiness framework for a step-by-step approach to building proactive, disruption-proof teams that keep their organization ahead of what's next