

## **Keynote: The Unseen Power of Emotion in Driving Technology Change**

Data and AI leaders own the biggest driver of change in business today - AI. What does it take to be successful today and stay successful in the coming years? How can you lead effectively in an environment of constant change, pressure, and complexity?

In the world of digital transformation, we obsess over platforms, integrations, and roadmaps. We debate which tools to deploy, which systems to upgrade, and how to scale adoption. But here's the uncomfortable truth: **technology doesn't fail because of bad code or weak infrastructure. It fails because we ignore emotion.**

Every system upgrade, every new platform, every digital shift is, at its core, an emotional experience. Excitement, fear, frustration, hope are not side effects of technology change; they are the drivers of whether people embrace it or resist it. And yet, most organisations still treat emotion as something irrelevant to tech strategy.

This keynote draws from the core thesis of Jennifer's upcoming book, exposing the critical blind spot that continues to derail digital change: our collective fear of engaging with the emotional side of transformation. Until we confront it, no tool, platform, or roadmap will ever deliver its full promise.

### **Audience Takeaways:**

- A new lens for understanding how emotion drives change
- Tools to build emotional awareness in teams
- Strategies to transform emotional resistance into creative momentum
- Playful practices that balance logic and emotion in the change process