



AUTHOR · LEADERSHIP CONSULTANT · SONGWRITER

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KEYNOTE EXPERIENCE

Creative Reconnection

How to Move Forward When the Path Isn't Obvious



The pace of change has outrun the plans.

Your people are good at what they do. They're not the problem.

The path is.

AI is rewriting jobs while people are still doing them. The strategies that used to work don't quite work the way they used to. And the answers that used to be visible aren't showing up on time.

Rick Lozano helps capable people move forward when the path isn't obvious. Through live music, humor, and real-time co-creation, he helps audiences start creating momentum before the whole picture becomes clear.

His approach comes from an unlikely place: songwriting. Songwriters don't wait for clarity to start writing. They've had to learn to move when they don't yet know where they're going — and let each connection reveal what comes next. Rick teaches audiences that same practice — and shows them how to apply it in their everyday work.

They don't just hear the idea. They prove it — by creating connections and possibilities in real time.

Especially powerful for organizations navigating constant change.

PARTICIPANTS WILL LEAVE ABLE TO

- Recognize when the absence of a clear path is not a signal to wait.
- Use three songwriter-inspired questions to reveal what's already available, borrow another lens, and separate creating from evaluating.
- Create a useful next step without waiting for the whole picture to become clear.

Clarity isn't found. Clarity is created.

A FRIENDLY WARNING

Your audience will leave having co-written and performed an original song together. With office supplies.