

BREAK OLD PATTERNS, CREATE NEW WORLDS

How the Best Leaders Disrupt What's Familiar to Build What's Next

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Most of the biggest changes we want to make aren't blocked by strategy or skill. They're blocked by the patterns keeping us stuck in what was.

Those emotions aren't the problem. They're the signal. Underneath every one of them is a pattern trying to keep you safe, and until you can see the pattern the emotion is protecting, no amount of insight or discipline will shift it.

This keynote gives you a new lens on those patterns and a four-step method for disrupting them. Not another change-management framework, but a way of using what you're already feeling as the map to what's actually holding you back. Once you can see it, the change you've been trying to force starts to become possible.

KEY TAKEAWAYS (YOU'LL LEAVE WITH)

- ✓ **A way to read what your emotions are trying to protect.** Your frustrations are the map.
- ✓ **A four-step method for disrupting patterns without blowing up what works.**
Moves that shift the pattern at the source, not the symptom.
- ✓ **The vocabulary to name what's actually running you.** Control, proving, avoiding, pleasing.
Once a pattern has a name, it stops running the show unnoticed.
- ✓ **A way to use AI as a real-time pattern mirror.**
See your patterns in a transcript, meeting, or difficult email before you send it.

Susan Drumm is a CEO Advisor, **USA Today** bestselling author of **The Leader's Playlist**, and Master Certified Coach. A Harvard Law graduate, she has coached billionaire CEOs and executive teams at Oracle, KPMG, ViacomCBS, Cisco, L'Oréal, A+E Networks, and Etsy. She hosts **The Enlightened Executive**, a podcast ranked in the top 1.5% globally.

"Susan has an exceptional ability to help leaders navigate high-stakes, complex moments of change. She helped me recognize the patterns and assumptions that were holding me back, and gave me tools to interrupt them in real time."

Brad Minor, Chief Marketing Officer, Etsy