



## Jordan Krueger

SPEAKER · WORKSHOP FACILITATOR · ADVISOR

Jordan has spent twenty years inside mission-driven operations, with AI work added more recently for the same kinds of organizations. He runs Grounded AI, a workshop-and-advisory practice for 50–500-staff associations and service nonprofits. His talks are pragmatic, opinionated, and free of generative-AI sales pitch; the audience leaves with a workflow plan, not a tooling reading list.

### TALKS FOR 2026

T 01 · MOST-REQUESTED

45 / 60 / 90 min

#### Most of the work is workflow design and adoption — not the model.

The thesis talk. Why eighty percent of the AI projects that ship inside mission-driven organizations fail at the workflow layer, not the model layer, and what an operations leader can do about it on Monday morning. Three case studies, one walk-through. Audience: ops & programs leaders, mixed audiences.

T 02 · NEW

45 / 60 min

#### The AI-fit map: what to automate, what to augment, what to leave alone.

A three-axis framework for triaging which workflows are worth the AI investment and which aren't. Includes the audit worksheet I use with clients on day one. Pragmatic, opinionated, anti-hype. Audience: directors, COOs, board strategy committees.

T 03 · STANDING

45 min · workshop format avail.

#### Boards and AI: the questions you should be asking, and the ones you shouldn't.

For board retreats and governance committees. Frames AI as a governance risk and a strategic question, not a tooling question. Includes a read-aloud sample policy and a one-page board briefing. Audience: boards, EDs, governance committees.

T 04 · STANDING

60 / 90 min · best as closer

#### Forty AI projects later: what worked, what didn't, what I'd never do again.

The retrospective talk. Six projects shipped, six that quietly died, and four that I should have killed sooner. Honest about cost, honest about the projects that didn't earn their staff time. Audience: practitioner audiences, conference closers.

### LOGISTICS

LENGTH 45–60 min keynote · 90 min with Q&A

FORMAT In-person preferred · remote on request

FEES On request, scaled to org size

TRAVEL Billed at cost for in-person events

### AV REQUIREMENTS

MIC Lav or headset preferred · handheld OK

DISPLAY HDMI to my MacBook · 16:9 projector or screen

MONITOR Confidence monitor at the lectern

AUDIO House feed for any embedded video clips

RECORDING I retain rights to record my own talk

### PAST STAGES

ActionKit ClientCon · 2026

MiddleSeat lunch-and-learn · 2026

MORE ON REQUEST

### BOOK A 15-MIN CALL

CALENDLY [calendly.com/campaignhelp/grounded-ai-discovery-call](https://calendly.com/campaignhelp/grounded-ai-discovery-call)

EMAIL [jordan@groundedai.help](mailto:jordan@groundedai.help)