

MARCH 29

- 11:00 AM - 5:00 PM:** VIP Sprinter Transportation from AUS to Campus on Lake Austin | Baggage Claim
- 3:00 - 6:00 PM:** Official check-in & registration | Lobby
- 4:15 - 5:00 PM:** Welcome reception | Dining Room
- 5:10 - 5:15 PM:** Opening remarks | Pavilion
- 5:15 - 6:15 PM: Opening Keynote - “Courageous Leadership: Agency at the Edge”** with **Wyman Howard** (Co-founder, Mantis Space & Admiral, US Navy, Ret.) and **Kristen Kavanaugh** (CEO & co-founder, the Agency Initiative; Author, *Courage Over Fear*; Marine Corps veteran) moderated by **Michelle Gethers** (Co-founder, NEXTup Collective; Chief Diversity Officer, Visa, Ret.)
- 6:15 - 6:20 PM:** Closing remarks | Pavilion
- 6:45 PM:** VIP Sprinters depart for offsite dinners | Circle Drive
- 7:00 - 9:00 PM:** Signature CEO dinners around Austin (roundtrip sprinter transportation provided)
- 9:00 - 11:30 PM:** Libation Bar open | Holdsworth Learning Center

MARCH 30

- 6:00 - 9:00 AM:** Registration & check-in open | Lobby
- 6:00 - 8:00 AM:** Breakfast | Dining Room
- 6:30 - 7:30 AM:** Yoga and sound bath | South Lawn (athletic attire recommended, mats provided)
- 8:30 - 8:40 AM:** Opening remarks | Pavilion
- 8:40 - 9:10 AM: Keynote - “Leading at the Frontier: Rethinking Work in the AI Era”** with **Katy George** (Corporate Vice President of Workforce Transformation, Microsoft) and **Matthew Duncan** (Head of Thought Leadership on the Future of Work, Microsoft) | Pavilion
- 9:15 - 9:45 AM: Keynote - “Leadership at the Inflection Point: Turning Transition into Momentum”** with **Chris Jensen** (Chief People Officer & EVP, NXP) and **Dana Larsen** (VP Global Talent & Organization Development, NXP) moderated by **Myste Wylde** (COO, Culturati) | Pavilion
- 9:50 - 10:20 AM: Keynote - “From Broadcast to Network: A New System for Culture”** with **Gideon Pridor** (Chief Marketing Officer, Workvivo by Zoom) and **Adam Murphy** (Director of People Analytics and Systems, AMC Entertainment)
- 10:50 - 11:50 AM: Breakout Session #1** | Classroom Buildings
- **“From Broadcast to Network: Leading Culture in a Digital-First World”** with **Margaret Trietsch (NA/LATAM Service Sales Leader, Workvivo by Zoom)** and **Adam Murphy** (Director of People Analytics and Systems, AMC Entertainment) | **Room 104**
 - **“Real AI Transformation: People, Not Just Technology”** with **Drew Goldstein** (Partner, McKinsey & Company, Charlotte) and **Holly Price** (Assoc. Partner, McKinsey & Company, Houston) | **Room 106**
 - **“Brave New World: Using Intelligence Methodology to Navigate Geopolitical Volatility”** with **Connor Haseley** (Associate Partner, Ergo) | **Room 200**
 - **“Turning Inflection Points into Momentum: Leadership in Action”** with **Chris Jensen** (CPO & EVP, NXP) and **Dana Larsen** (VP, Global Talent & Organization Development, NXP) | **Room 204**
 - **“The New Growth Equation: Courage, Capability, and AI Agents”** with **Karan Nigam** (Senior Marketing Leader, Microsoft) | **Room 206**

MARCH 30

12:00 - 1:00 PM: Lunch | Dining Room

1:10 - 1:15 PM: Emcee welcome back | Pavilion

1:15 - 1:45 PM: “The Biology of Courage: Trust, Story, and the Future of Human Performance” with **Paul J. Zak, PhD** (Professor, neuroscientist, author & tech entrepreneur), **Angus Fletcher, PhD** (Professor, neuroscientist, & author), **Brian Johnson** (Founder, Heroic & author) moderated by **Suraj Hinduja** (Managing Director, RTRX)

1:50 - 2:20 PM: Keynote - “Redesign Work for the Agentic Era: What Leaders Need to Rethink Now” with **John Chartier** (Partner, McKinsey & Company, Boston) & **Charlotte Seiler** (Assoc. Partner, McKinsey & Company, San Francisco) | Pavilion

2:25 - 2:55 PM: Keynote - “AI Stewardship & Accountability” with **Chris Hyams** (CEO, Indeed, Ret.), **Craig Watkins, PhD** (Professor, Executive Director of IC² Institute, UT Austin, Advisory Director, Fathom), **Shakeel Rashed** (Board Member, advisor & investor) moderated by **Rev. Steven Tomlinson, PhD** (Professor, Seminary of the Southwest) | Pavilion

3:25 - 4:25 PM: Breakout Session #2 | Classroom Buildings

- **“Forging Antifragile Confidence: The Leadership Operating System for Human Flourishing** with **Brian Johnson** (Founder, Heroic & author, *Areté*) | **Room 104**
- **“Navigating Human-Centered Change at the Pace of AI”** with Liz Friedman (Senior Director, Microsoft) | **Room 106**
- **“Responsible AI Is a Culture Problem, Not a Technology Problem”** with **Chris Hyams** (CEO, Indeed, Ret. & Visiting Lecturer, Hutson-Tillotson) & **Eric Starkloff** (CEO, NI, Ret.) | **Room 200**
- **“Trust as Infrastructure: An Interactive Lab Showing That Stories Produce Neural Synchrony”** with **Paul J. Zak, PhD** (Professor, Neuroscientist, Author & Tech Entrepreneur) & **Angus Fletcher, PhD** (Professor, Neuroscientist, Author) moderated by **Suraj Hinduja** (Managing Director, RTRX) | **Room 204**
- **“Build the Human-Agent Workforce: Action Planning”** with **John Chartier** (Partner, McKinsey & Company, Boston) & **Charlotte Seiler** (Assoc. Partner, McKinsey & Company San Francisco) | **Room 206**

4:35 - 4:40 PM: Emcees welcome back | Pavilion

4:40 - 5:25 PM: Keynote - “Workforce 4.0 and The Next Frontier” with **Sol Rashidi** (CEO, ExecutiveAI) interviewed by **Brett Hurt** (CEO, Love Conquers Fear) | Pavilion

5:25 - 5:35 PM: Closing Remarks | Pavilion

5:35 - 6:35 PM: Libation Bar open

6:45 PM: Board Commodore’s Pup | Boat Dock

7:00 - 8:30 PM: Sunset Dinner Cruise | Lake Austin

8:30 - Midnight: After-Party | Charlie’s Place

MARCH 31

4:00 - 11:00 AM: Sprinters to AUS airport | Circle Drive

6:00 - 8:00 AM: Breakfast | Dining Room

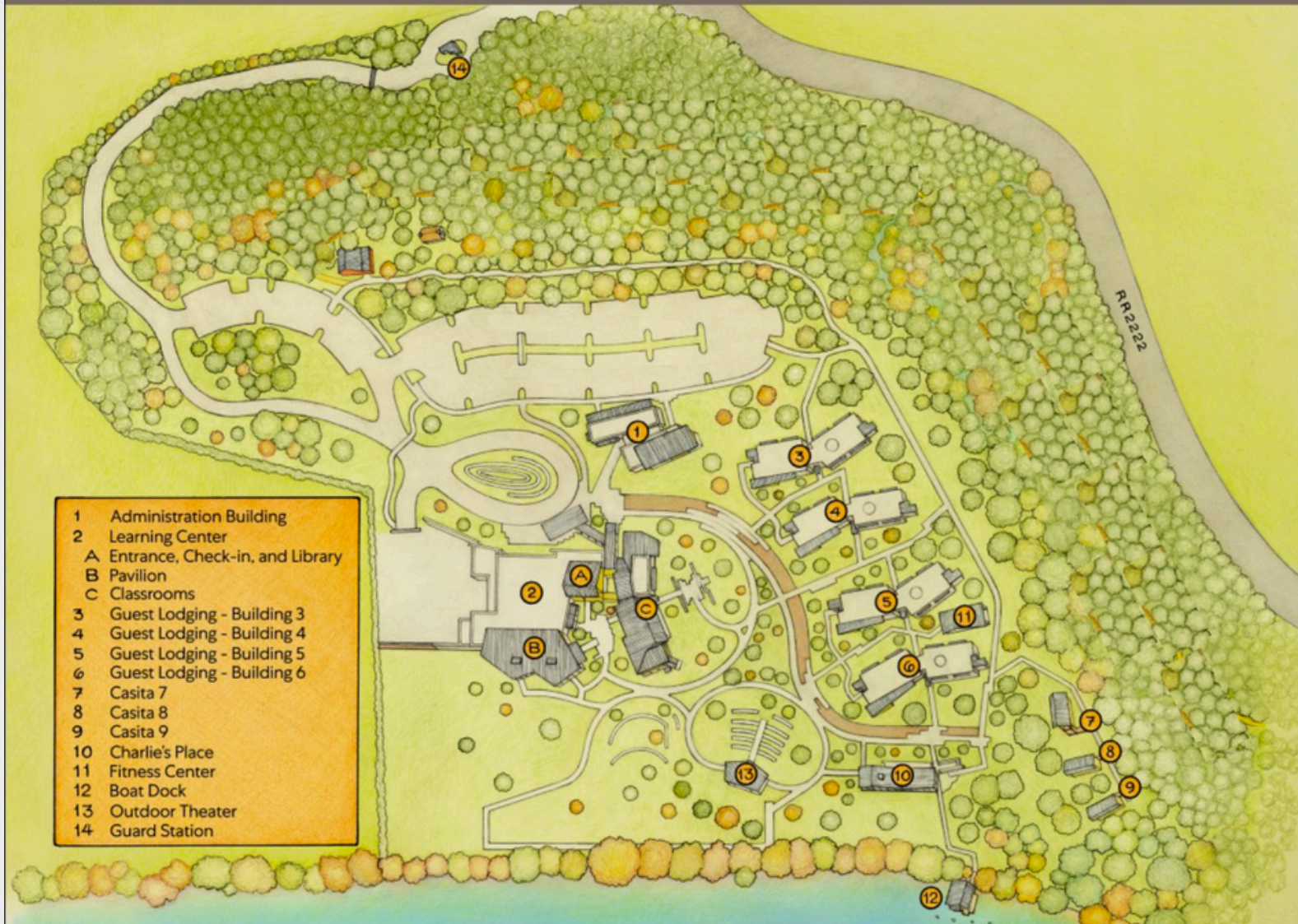
11 AM: Latest check-out available

GROUNDS MAP

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The Holdsworth Center
CAMPUS ON LAKE AUSTIN



- 1 Administration Building
- 2 Learning Center
- A Entrance, Check-in, and Library
- B Pavilion
- C Classrooms
- 3 Guest Lodging - Building 3
- 4 Guest Lodging - Building 4
- 5 Guest Lodging - Building 5
- 6 Guest Lodging - Building 6
- 7 Casita 7
- 8 Casita 8
- 9 Casita 9
- 10 Charlie's Place
- 11 Fitness Center
- 12 Boat Dock
- 13 Outdoor Theater
- 14 Guard Station

Important Locations

- Sprinter pick-up & drop-off will be in the Circle Drive immediately in front of the Holdsworth Center.
- Registration & check-in is in the Holdsworth Center lobby.
- The Coffee & Libation Bar, Dining Room, and entrance to the Pavilion are in the Holdsworth Center.
- Breakout sessions are held in the classroom building across the courtyard opposite to the Holdsworth Center.
- Charlie's Place is in front of the Boat Dock.

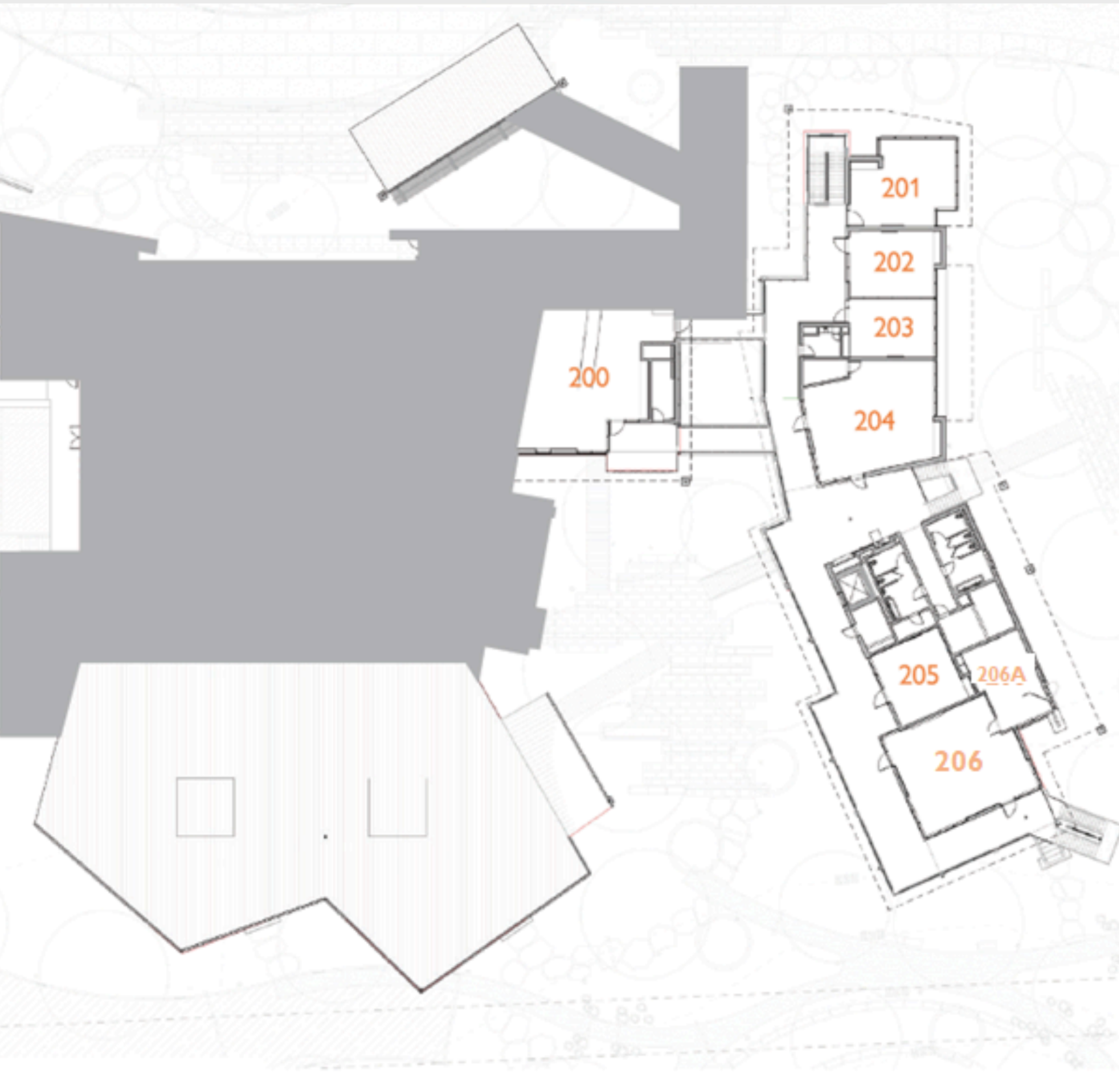
BUILDING MAP – 1ST

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BUILDING MAP – 2ND

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THE VENUE

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About & Layout

The Holdsworth Center at Campus on Lake Austin is a gated, lakeside retreat built to foster education and collaboration, reflection and personal growth. This stunningly designed Lake Flato property reflects the surrounding Hill Country and provides state-of-the-art facilities.

The Holdsworth Center itself is comprised of a lobby, library, the Coffee & Libation bar, the Dining Room, and the Pavilion where all keynotes will be held.

Across the courtyard is the Classroom building where all breakout sessions will take place. The heart of the campus is a commons and natural meadow with a main pedestrian walkway that connects all of the buildings for easy access.

Down by the water is the social hub, Charlie's Place, with a bar, screened-in porch, fire pits, and a pool table where attendees can gather Monday night after the sunset dinner cruise.

Accommodations

The 180-room residential village which rings the property features a community "living room" on each floor of the accommodations buildings (where the crowdsourced conversations will take place). They include a kitchenette with water and snacks, couches and a screened-in porch. Guest rooms include a king-size bed, shampoo and bath products, free wi-fi, in-room safes, plush linens, video streaming, DirectTV programming, walk-in showers, a hairdryer, make-up mirrors, USB charging stations, a reading nook, a phone and a steamer.



Food & Beverage

On Sunday, March 29, the Coffee & Libation bar will be open from 12:00 a.m. - 11:30 p.m. for purchase. We host a light reception in the Dining Room at 4 p.m. followed by our signature CEO dinners.

On Monday, March 30, the Coffee & Libation bar will be open for purchase. We provide breakfast and lunch onsite in the Dining Room followed by a sunset dinner cruise that departs from the dock at 7 p.m.. Drinks will be available for purchase after at Charlie's Place.

On Tuesday, March 31, breakfast will be provided in the Dining Room from 6:00-8:00 a.m. CT.

Please note that since this is a private property with specific schedules, policies, and staff. As such early check-in for guests arriving from AUS will begin at 12 p.m. on March 30 with official check-in and registration at 3 p.m. CT. The latest check-out available on March 31 is 11 a.m. There are no F&B options or outlets available other than what's listed above and no outside guests are permitted. Please plan accordingly.

ABOUT US

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We are:

a community of C-suite leaders, scholars, investors, and other executives who practice culture-building and share our playbooks, improving performance, driving success, and helping employees and our communities thrive. We host open, candid conversations around the country and at our annual Summit. We curate and create educational content based on the latest research.



We partner:

with the organizations at the forefront of creating the best places to work. Together with our Knowledge Partners: McKinsey & Company and Microsoft, our Culturati Scholars and other supporters we bring forward, commission, and publish cutting-edge research on culture, including the future of work, today's workforce, inclusion, equity, diversity, and belonging, along with other pillars for creating environments where all can thrive in addition to achieving better business outcomes. We are data-driven and impact-focused.



Why Culturati?

“Societal leadership is now a core function of business.” According to Edelman’s Trust Barometer, business is the most trusted institution in America today —above government and the media. The health & welfare of our employees, communities, and our nation are today tied to the best practices in our workplace.

