



## Keith Ferrazzi

**AUTHOR · BUSINESS LEADER · FUTURIST**

Most executive teams are not actually teams. They are a set of senior individuals reporting to the same person, accountable upward, rarely to each other. When the operating environment moves faster than the org chart, that structure cracks: decisions stall, silos harden, accountability blurs. The unresolved question for the CEO is how to make peers genuinely answerable to peers without burning the hierarchy that holds the organisation together.

Keith Ferrazzi is an executive team coach and bestselling author who helps CEOs and senior leadership teams shift from hierarchical command to peer-to-peer accountability, drawing on two decades of research at Ferrazzi Greenlight.

### Keith Ferrazzi's 2026 Biography

#### Why organisations work with Keith Ferrazzi

- He works at the level above leadership development: the operating system of the senior team itself, where most strategy execution actually breaks down.
- Twenty years of applied research at Ferrazzi Greenlight, including the dataset behind *Never Lead Alone*, gives him a defensible model of what the top 15 percent of teams do differently.
- He named and codified co-elevation, a vocabulary CEOs and CHROs already use to describe peer accountability without formal authority.
- Five New York Times bestsellers, including *Never Eat Alone* and *Never Lead Alone* (USA Today bestseller, Forbes Top 10 Business Books of 2024), give him reach and credibility with senior audiences before he walks on stage.
- His sessions are diagnostic rather than inspirational: leadership teams typically leave with a read on their own performance against the teamship shifts and a starting point for what to change.

#### Biography highlights

- Founder and chairman of Ferrazzi Greenlight, a research and consulting firm focused on executive team performance and the future of work.
- Founder of the Radical Innovators Collaborative, a peer network of Fortune 500 CIOs and CHROs working inside live enterprise transformation.
- Author of five New York Times bestsellers, including *Never Eat Alone*, *Leading Without Authority*, *Competing in the New World of Work*, and *Never Lead Alone*.
- *Never Lead Alone* (HarperCollins, 2024): USA Today bestseller and one

#### AVAILABLE FOR

- After Dinner Engagement
- Coaching
- Speaking

#### KEITH'S SPEAKING THEMES

- Change Management
- Corporate Culture
- Executive Development
- Future of Work
- Innovation & Disruption
- Team Leadership

**LANGUAGES:** English

of Forbes' Top 10 Business Books of 2024.

- Former Chief Marketing Officer of Deloitte and Starwood Hotels and Resorts.
- Named a Global Leader of Tomorrow by the World Economic Forum.
- Regular contributor to Harvard Business Review, Forbes, Fortune, Inc., and the Wall Street Journal.

## Biography

Most senior teams are designed to report, not to collaborate. Members are accountable to the CEO, not to each other, and that asymmetry shows up the moment the organisation tries to move at speed. This is the problem Ferrazzi Greenlight has been studying for two decades, and it is the territory Keith Ferrazzi has made his own.

The work began with relationships. *Never Eat Alone*, published in 2005, became a business classic by treating networking as a discipline of generosity rather than transaction. Three books later, the focus has shifted from individual influence to what happens between peers at the top of an organisation. *Leading Without Authority* introduced co-elevation as the mechanism. *Never Lead Alone*, a USA Today bestseller and a Forbes Top 10 Business Book of 2024, sets out ten specific shifts that distinguish the highest-performing teams in his research dataset. The same logic now sits behind the Radical Innovators Collaborative, a peer community Ferrazzi convenes for Fortune 500 CIOs and CHROs working through AI-driven transformation.

The credibility behind that work is operational, not academic. Ferrazzi was Chief Marketing Officer of Deloitte and then of Starwood Hotels and Resorts, after Yale and Harvard Business School. He was named a Global Leader of Tomorrow by the World Economic Forum and contributes regularly to Harvard Business Review, Forbes, Fortune, and the Wall Street Journal.

What he brings to a senior audience is not a talk on collaboration in the abstract. It is a diagnostic frame for the team in the room: where peer accountability is real, where it is theatre, and which of the teamship shifts would change the most about how the organisation actually executes.

## Key speaking topics

- Executive team performance
- Teamship and co-elevation
- Leading without authority
- Peer-to-peer accountability
- Future of work and radical adaptability
- Organisational collaboration across silos
- AI and the redesign of team operating models

## Ideal for

- CEOs and executive committees are rebuilding how the top team works together
- CHROs and chief people officers leading culture and leadership transformations
- Boards and senior leadership offsites focused on execution speed
- Transformation leads inside organisations, breaking down functional silos

## Audience outcomes

- A clear read on where their own senior team sits against the teamship shifts that distinguish the top performers in Ferrazzi's research.
- Specific behaviours that move accountability from vertical to peer-to-peer without dismantling the reporting line.
- A working vocabulary of co-elevation that senior teams can use to call out unhelpful patterns in real time.
- A view of how AI-native ways of working are changing what a high-performing leadership team looks like.

## Keith Ferrazzi's 2026 talks & topics

### The Future of Leadership is Shifting to Teamship

A research-grounded case for moving senior teams from hierarchical leadership to peer-led teamship.

#### Key takeaways:

- The ten shifts that separate the top 15 percent of teams from the rest
- How peer-to-peer accountability operates without weakening the CEO's authority
- A diagnostic frame leaders can apply to their own team the next morning

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### Leading Without Authority

How co-elevation enables senior leaders to drive change across functions they do not formally control.

#### Key takeaways:

- Why traditional influence tactics fail in matrixed organisations
- The mindset shift behind co-elevation and what it looks like in practice
- Practical methods for breaking down silos without restructuring

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### Reengineering Teams for AI-Optimized Collaboration

A view of how AI changes the design of senior teams, not just the tools they use.

#### Key takeaways:

- Where AI compresses the work of executive teams and where it does not
- New patterns of collaboration emerging in AI-native organisations
- What CHROs and CEOs need to redesign now to stay competitive

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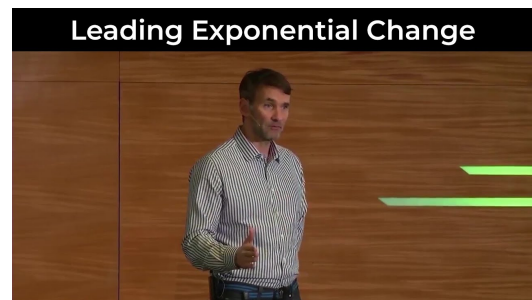
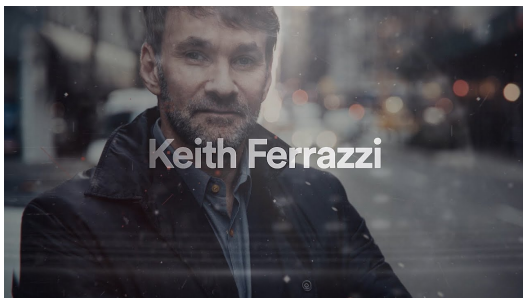
### A Journey from Never Eat Alone to Never Lead Alone

A through-line from individual relationship-building to collective team performance, drawn from twenty years of research.

**Key takeaways:**

- How generous networking becomes the foundation of high-performing teams
- The bridge from personal influence to peer accountability at scale
- What two decades of working with senior teams has taught him about what actually changes behaviour

**Keith Ferrazzi's Videos**



## What Keith Ferrazzi's clients say

Our ASCEND program is designed to help our most senior leaders continue thinking creatively and inspiring others. Keith's session with our ASCEND cohort was a highlight, authentic, engaging, and grounded in real leadership moments. He struck just the right balance of pushing our leaders to think differently while giving them tools they can use right away. His perspective on AI and how leaders can thoughtfully integrate it into how they work and lead was especially relevant.

*STO Building Group*

Keith Ferrazzi delivered a standout session that set the tone for the entire event. His insights from Never Eat Alone to Never Lead Alone inspired attendees to open up, engage, and build rapport in ways that genuinely surprised and delighted us. The impact of his message carried well beyond the session itself, it created the perfect foundation for our roundtables the following day, where attendees arrived ready to connect in productive peer conversations. Keith's session was both energizing and impactful for our audience.

*Barron's*

Keith brought a practical, modern point of view on turning meetings into true collaboration moments, not just status updates. What landed most for me was the discipline behind it: being explicit about the decision or outcome we're driving, doing the thinking in advance (including asynchronous inputs), and then using live time to pressure-test assumptions and accelerate alignment. The emphasis on blending synchronous discussion, asynchronous prep, and AI support felt immediately applicable, and a real unlock for more inclusive participation and better-quality decisions.

*Covia*

Keith was the perfect opening keynote speaker at our conference. His energy woke up the room and got the Summit off to a sizzling start. You could see the audience perk up and hang on Keith's every word. His anecdotes from his years as chief marketing officer really resonated with this particular audience. People were inspired and energized by Keith's presentation. In fact, I had several attendees ask for Keith's contact information to secure him for their future sales and marketing meetings. In a day which also featured keynotes from Mark Cuban and CNN's Anderson Cooper, Keith was the conference's most talked about speaker.

*CNN International*

Thank you so much for helping to make this year's Inc. 500 Conference our best yet! We were looking for the perfect presenter to kick start this networking event for America's best and brightest entrepreneurs and you did just that. Within moments of taking the stage you had all 800 of our CEOs on their feet and talking! It was a highlight of the event.

*Inc. Magazine*

Keith really got my group engaged in a way that no one has before. Watching them interact and try new things during the presentation was powerful. He took the time to really understand our challenges and gave my people specific, actionable tools.

*The Wall Street Journal*

Keith has an amazing way of energizing the audience and inspiring them to action. At Gannett, we've used him repeatedly and the reviews are always great. His approach is accessible and immediately actionable. Keith reminds us of the value of relationships and the power of connecting genuinely with others.

*Gannett*

Keith spoke to a group comprised of the top talent across Deutsche Bank from VP's and directors to mid-level executives, discussing the importance of building relationships to engender personal and professional growth. In a short period of time, he provided these folks with the tool sets needed to cultivate and expand their current network relationships along with strategies enabling them to build new meaningful and personable relationships. Success from a corporate standpoint hinges on the efficacy and ability to communicate both within and across all departments. I think Keith was instrumental in addressing our goals as a corporation and we'd love to have him back in the future.

*Deutsche Bank*

Keith pushed us to think outside of the box and 'added more to our wallets'! He gave us both motivation and tools to go out and apply his message in our everyday lives, not just with our clients, but with everyone in our lives.

*Goldman Sachs*

We started down a journey to reinvent our most successful annual event – the CMO event. Keith transformed that event by unleashing the power of the attendees to support each other. This transformed into a true CMO community and cascaded into not only all of our events, but the reconfiguration and launch of 10 executive communities...It fundamentally transformed the way our partners participate in a richer way.

*Accenture*

Thank you for your engaging and dynamic keynote presentation at our leadership conference. We have been getting rave reviews on both your message and delivery. Based on the stories and exercises you used to emphasize key points, the leaders I spoke with during the conference were able to see themselves a bit differently and identify ways to improve both their work and personal relationships going forward. It was great how you were able to tie in comments from our breakfast meeting just prior to your presentation in order to customize content– in the moment– to establish an early sense of connection with our group.

*US Bank*

Keith is a thoughtful speaker who took the time to get to know our organization and the challenges we are grappling with so he could tailor his messages to us. And he was a hit with our audience — in a conference with more than a dozen sessions, Keith's was the highest-rated. Even better, he inspired positive change that motivated people to take action.

*Verizon*

Keith's keynote on Teamship was transformative for our Cisco marketing partners. He masterfully blended real-world examples, cutting-edge research, and practical strategies that resonated deeply with our audience. His insights on building high-performing teams in today's complex business environment were both enlightening and immediately applicable. Our partners left with actionable frameworks to enhance collaboration and drive stronger results across their teams. Keith's engaging delivery style and ability to connect with our audience made this one of our most impactful sessions of the year. His message continues to influence how our partners approach team dynamics and leadership.

*Cisco*

Keith Ferrazzi is an absolute gem. His approach with our team immediately set a wonderful foundation for an open, honest and engaging dialogue about the concepts of Teamship, Collaboration and Accountability. The framework that Keith presented is not only practical and immediately actionable, but really gets to the core of some of our business challenges. Keith is a master at making the complex simple, and through his '10 Shifts' we now have clear and simple practices to leverage across our team, and how we also consult and coach our business leaders. The team walked away from the session inspired and energized to use these tools to drive meaningful change across our organizations.

*Adobe*

As we continue to challenge ourselves to further the development of our organization and workplace, having Keith join our Key Leaders' Meeting added energy, creativity, and great leadership challenge. I look forward to deploying Ferrazzi Greenlight concepts and developing along their Team Maturity Model.

*Ingram Micro*

It was great working with you this past week and over the past few weeks to re-ignite our organization...Your talk was just spot on. Everyone is talking about positivity - growth, relationship building, reaching out and across to leverage each other...Thank you for your counsel, participation and leadership.

*Bayer Healthcare*

Keith's energy is contagious. There is no question he is doing exactly what he was put on earth to do. He is amazing.

*Merck & Co.*

Thank you for being such an essential part of Leadership Wellstar Day. Your presence and message left a lasting impression on our leadership team. In a healthcare system like ours, where the pace is fast, the stakes are high, and the human impact is real, your keynote was a powerful reminder of what it takes to lead with intention and clarity. Thank you for reminding our leaders to pause, reflect, and consider how they show up for their teams and communities. Thank you for challenging them to rethink what it means to foster trust, collaboration, and accountability in the work they do every day. You brought energy, depth, and a clear call to lead with greater purpose, helping us elevate the day and empower our leaders to move forward with courage and focus. Thank you again for making Leadership Wellstar Day such a meaningful experience.

*Wellstar*

After speaking at our HR retreat, I now realize why Keith has been heralded as a networking guru. To most of us, networking has a negative connotation that conjures up an image of glad handlers exchanging business cards while holding a martini in their other hand. Keith is the exception to this rule and will change the way you forever see relationships. He was able to connect with the audience on a level of intimacy which I never thought before was possible. You could literally see the change in the tone and the dynamic of the conference after he spoke. Not only was he inspirational, but his message was insightful and thought provoking.

*Nestle*

Keith has the rare gift of inspiring you to think deeper, dream bigger and, most importantly, bring more generosity to the people and communities that matter most to you. But it really is the way he does it - with extraordinary humanity, authenticity and the unexpected - that makes time with Keith an experience you'll remember.

*Patagonia*

As a global organization, working as a network across various time zones is critical to enabling business growth. Keith Ferrazzi's talk uncovered new ways to think about collaborating outside of the traditional meeting format. Keith truly understands what it takes to drive high-performing teams, and his charismatic presentation style inspires action.

*The Coca-Cola Company*

Keith Ferrazzi's keynote address helped our audience advance teamship in their organizations. His insights around the central nature of relationships helped our companies think more clearly about their cultures and improve their functioning. Keith wove into his talk emerging opportunities like Artificial Intelligence and encouraged us to embrace innovation and adaptation. Our people loved Keith's talk and our organization's performance has been positively enhanced by our time with Ferrazzi.

*Denver South Economic Development Partnership*

Keith was amazing as a speaker and in wanting to know how he could help me, help us, help our organization above and beyond what he was tasked to do as our speaker.

*SHRM*

How do you build truly engaged and productive teams that trust each other and enjoy working together? That's a question leaders at all levels have to answer and one that is becoming increasingly complex as the world of work continues to evolve. Keith Ferrazzi has cracked the code to effective leadership and team dynamics. It doesn't matter if your team is onsite, remote, or hybrid, Keith offers best practices to have meaningful conversations, engage in more effective collaboration, and establish what he calls 'a culture of co-elevation.' When Keith spoke to Team Kelly, he inspired us to move from leadership to 'teamship' and provided powerful solutions to everyday challenges faced within organizations. Keith captured our imagination and invited us into a dialogue that examined how we can be better together. Keith's insights are both transformational and practical. He should be at the top of every people organization's list of speakers!

*Kelly Services*

Keith is an inspirational speaker whose presentation was both engaging and practical. Our manufacturing leaders walked away with actionable strategies to promote psychological safety, improve collaboration, and strengthen cross-functional teams—key elements for effectively adopting AI. For organizations working at the intersection of technology and culture, Keith Ferrazzi offers valuable insights that can support meaningful progress to drive transformation.

*Chief Executive Group*

Keith Ferrazzi is that rare speaker who combines an infectious energy with inspiration and great stories to lift the audience. No matter how engaged people are when they enter the room, Keith grabs their attention immediately and takes them on a ride where they will leave wanting not only to transform their teams, but transform their lives to be more honest, open and of service to others. I always know we'll have an amazing experience when Keith speaks.

*X-Prize Foundation*

We could not have chosen a better way to kick off our conference than opening with Keith. He energized the audience, increased the level of engagement and connection among attendees, and provided important learnings that carried over through the balance of the conference. In fact, a number of other keynote and workshop speakers referred back to Keith's presentation. The feedback we have received since the conference has been outstanding, with Keith and his plenary noted as highlights.

*Healthcare Businesswomen's Association*

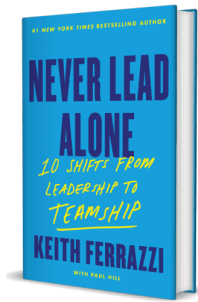
When I started planning the Conscious Entrepreneur Summit, I knew I wanted a keynote speaker with business gravitas—someone who could speak from the heart and connect authentically with the audience. I'm so glad Keith was able to join us. He put together the most amazing talk that covered many areas of his life and work and told in a relatable yet high-impact style. Not only did he get a standing ovation - his talk was voted #1 of the entire two-day conference by 80% of all participants. I really can't recommend Keith highly enough.

*Conscious Entrepreneur Summit*

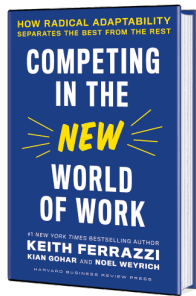
The report from the MBA Council of Houston board meeting last night is that everyone believes that there is no program possible that could possibly top Keith's presentation. They are depressed and upset as they try to think about programs for next year!

*MBA Council of Houston*

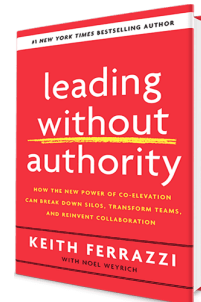
## KEITH'S LATEST BOOKS



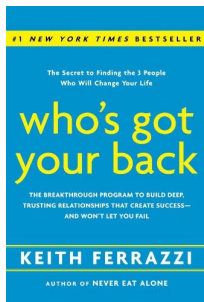
**Never Lead Alone: 10 Shifts from Leadership to Teamship**



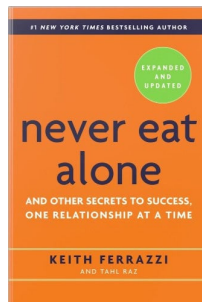
**Competing in the New World of Work: How Radical Adaptability Separates the Best from the Rest**



**Leading Without Authority: Why You Don't Need To Be In Charge to Inspire Others and Make Change Happen**



**Who's Got Your Back: The Breakthrough Program to Build Deep, Trusting Relationships That Create Success--and Won't Let You Fail**



**Never Eat Alone: And Other Secrets to Success, One Relationship at a Time**

## Keith Ferrazzi's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
<b>Home Country</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Asia Pacific</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>Europe</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Middle East &amp; Africa</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>South America</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>United Kingdom</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000

<b>US East Coast</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>US West Coast</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Virtual</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000