



# TUCKER BRYANT

INNOVATION KEYNOTE SPEAKER, NATIONALLY RENOWNED ARTIST, AND SILICON VALLEY TRAILBLAZER HELPING LEADERS AND TEAMS UNLOCK BREAKTHROUGH IDEAS BY DOING DIFFERENT THINGS DIFFERENTLY.™

## IMPORTANT LINKS

---

CLICK the links below for:  
[Preview Video](#)  
[Speaker Website](#)

## AREAS OF IMPACT

---

Leadership  
Innovation  
Disruption & Change  
Creativity  
Personal Development

## BOOK TUCKER

---

Please contact  
**Tracy Cotton**  
310-902-5568  
[Tracy@MichelleJoyce.com](mailto:Tracy@MichelleJoyce.com)  
[www.MichelleJoyce.com](http://www.MichelleJoyce.com)

# MEET TUCKER



Tucker Bryant is a nationally renowned poet, artist, and former Silicon Valley leader who helps organizations reimagine what's possible by turning creativity into a practical leadership advantage. Blending a decade of innovation experience at Google with the timeless and creative tools artists have used for centuries, Tucker equips world-class leaders to think bigger, move faster, and Do Different Things Differently™.

A Stanford graduate and former Product Marketing Manager at Google, Tucker discovered early that the same techniques that shape powerful art can also unlock transformative ideas inside teams and companies. Today he brings that fusion to the stage, helping leaders break out of old patterns, challenge assumptions, and rethink how they inspire people, spark innovation, and lead through disruption.

His signature experiences are immersive, energetic, and actionable. Tucker gives audiences more than inspiration. He gives them creative tools they can use immediately to drive fresh thinking, strengthen cultures, and accelerate growth.

Tucker's work has been viewed millions of times online and featured by TEDx and The New York Times, along with organizations around the world. He has taken the stage alongside Mark Cuban, Malcolm Gladwell, Gary Vaynerchuk, Earvin "Magic" Johnson, and Mel Robbins, and has earned the trust of executives, governors, and dozens of Fortune 500 companies for programs that help leaders rethink what innovation and leadership look like today.



**FOR BOOKING INFORMATION  
PLEASE CONTACT TRACY COTTON**

 [Tracy@MichelleJoyce.com](mailto:Tracy@MichelleJoyce.com)

 310-902-5568

# TESTIMONIALS



*"The most impactful, most deeply touching and meaningful hour I've ever spent at a conference."*

**– MARK BREZINSKI – CEO, BIZZY LLC**

*"Brought us to tears and led our execs to an idea we can't wait to implement. I was floored"*

**– JOHN RIVERS – CEO, 4RIVERS SMOKEHOUSE**

*"His energy and kindness to me, to my staff, and to our attendees was simply one of a kind. That alone is rare. And then he came on stage as our opening talk and it was truly genius. His lessons such as "writing by erasing" and "aim for the trash" seemed simple on the surface but were incredibly profound. He actually took the time to prepare and adjust his talk to where he knew my audience. So many speakers have canned talks but Tucker adjusted it and you could tell he actually thought about my people and incorporated that into his talk. His delivery is second to none. His use of space and pauses and tone and cadence. Wow. His poetry is beautiful, it has depth, shadow, and light. It takes you places inside yourself you did not know were there."*

**– DAVID DIANA – CONFERENCE DIRECTOR, LOWCOUNTRY MENTAL HEALTH CONFERENCE**

*"I was literally working to book Tucker for our next event before he could leave."*

**– TIM KOPP – CEO, TERMINUS SOFTWARE**

*"A priceless and moving charge for leaders facing uncertainty."*

**– JASE WAGNER – CEO, COMPEER FINANCIAL**



**FOR BOOKING INFORMATION  
PLEASE CONTACT TRACY COTTON**

 [Tracy@MichelleJoyce.com](mailto:Tracy@MichelleJoyce.com)

 310-902-5568



# POPULAR PROGRAMS

---

*All of Tucker's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.*



# DO DIFFERENT THINGS DIFFERENTLY: LEADING THE CHARGE FOR CHANGE

---

**Topics: Leadership, Innovation, Business Growth**

---

In an age of constant transformation, the best leaders aren't the ones with all the answers – they're the ones asking better questions. Yet with markets shifting and teams diversifying, traditional leadership methods are falling short. According to Gallup, only 21% of employees strongly agree their leaders set them up for success.

Drawing from his experience at the intersection of art and innovation, Tucker Bryant shows how the creative mindset that drives poets can also unlock modern leadership. Poets navigate ambiguity, connect emotion to action, and uncover insights through exploration – all qualities that today's most effective leaders need to inspire innovation and resilience in their teams.

In this transformative keynote, Tucker demonstrates how leaders can **Do Different Things Differently™** to cultivate creativity, adaptability, and purpose.



**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com



### **What audiences come away with:**

- Leadership strategies to inspire innovation, resilience, and trust
- Tools for asking better questions and uncovering hidden insight
- Methods for building psychological safety and empowering creativity at every level
- Approaches to leading change with clarity – even when the path is uncertain
- A practical playbook for fostering cultures of curiosity, learning, and bold thinking

### **Ideal Audiences:**

- Senior leaders, people managers, and executives driving transformation and cultural evolution
- Leadership development programs focused on creativity, adaptability, and forward-thinking strategy

**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com

# DO DIFFERENT THINGS DIFFERENTLY: HUMAN CREATIVITY IN THE AI ERA

**Topics: AI, Creativity, Innovation, Disruption**

AI is now doing things we once thought only humans could do, creating at a speed that feels unreal. It can write, design, analyze, and generate in seconds. As that accelerates, it's easy to think creativity is being outsourced to machines. But when "good enough" becomes abundant, it loses its value. What matters now is the human ability to interpret, curate, and transform what AI produces. In this new landscape, creativity isn't going away — it's becoming your greatest competitive advantage.

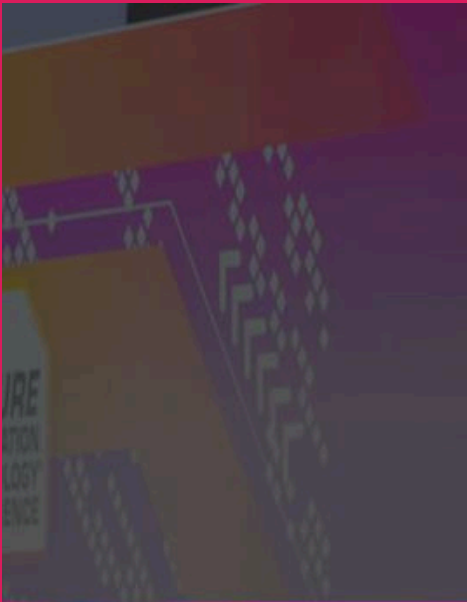
Tucker Bryant offers a reframing: the future isn't human versus AI — it's human creativity, amplified by AI. After a decade in Silicon Valley innovating at scale and applying those lessons to reimagine poetry as interactive and immersive experiences, Tucker explores what happens when we pair emerging technologies with distinctly human ways of thinking.

In this keynote, Tucker shows audiences how human-centered creative methods that spark innovation and elevate performance can help teams use AI more thoughtfully, more creatively, and more effectively. The result isn't faster work alone, but better work—producing ideas with originality, resonance, and purpose that no algorithm could create on its own, giving employees renewed confidence and clarity amid AI-driven uncertainty.



**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • [www.MichelleJoyce.com](http://www.MichelleJoyce.com)



## What audiences come away with:

- A clear understanding of what makes human creativity irreplaceable in the AI era
- Practical ways to use AI as a creative collaborator—not a crutch or shortcut
- Tools for generating more original, differentiated ideas in an age of automation
- A mindset for navigating uncertainty, change, and technological disruption with confidence
- New language for leading teams through the cultural and creative shifts AI is introducing

## Ideal Audiences:

- Leaders and teams navigating AI adoption, digital transformation, or the future of work
- Organizations seeking to preserve creativity, originality, and human judgment amid rapid automation

**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • [www.MichelleJoyce.com](http://www.MichelleJoyce.com)

# DO DIFFERENT THINGS DIFFERENTLY: BREAKTHROUGH IDEAS FOR BETTER RESULTS

---

**Topics: Innovation, Creativity, Disruption**

---

In a marketplace defined by hyper-competition and rapid automation, 'better' has become a commodity. We are all sprinting toward the same version of excellence, but the path of least resistance leads straight to the middle. Most teams are currently optimizing for a world that no longer rewards 'the same, but faster.' When every industry is leaning on the same best practices and the same data-driven playbooks, the greatest risk isn't failing – it's winning, only to find you've become completely indistinguishable from your neighbors.

Tucker Bryant offers a surprising solution: the tools of an artist. After a decade in Silicon Valley innovating at scale and applying those lessons to reimagine the art of poetry as an interactive and immersive experience, Tucker reveals how artists break from comfort, transform uncertainty into possibility, and use creative constraint to fuel breakthrough ideas.

In this signature keynote experience, Tucker fuses artistic experimentation with professional rigor to show audiences how to **Do Different Things Differently™**. The result is a practical shift that helps teams uncover breakthrough ideas hidden in their blind spots—and discover opportunities conventional thinking would never reveal.



**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • www.MichelleJoyce.com



### **What audiences come away with:**

- Practical tools for reframing challenges in ways that spark new solutions
- Methods to break habitual thinking and escape “default mode” problem-solving
- Repeatable processes for generating original ideas (especially under constraints)
- A framework for building a culture of experimentation, agility, and creative growth
- Inspiration to approach disruption with confidence instead of fear

### **Ideal Audiences:**

- Teams and leaders in fast-changing industries seeking to unlock innovation and fresh thinking
- Organizations looking to reimagine products, processes, or culture through creativity and experimentation

**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • [www.MichelleJoyce.com](http://www.MichelleJoyce.com)



# DO DIFFERENT THINGS DIFFERENTLY: FROM COMFORT TO CALLING

---

**Topics: Inspiration, Motivation, Personal Development**

---

In a world that is changing faster than our ability to keep up, the most dangerous place to be is comfortable. We often think the path to success is paved with 'best practices' and proven models, but those are the very things that lead us to become interchangeable. Most people don't fail because they lack talent; they fail because they've optimized for a version of themselves that is easy to categorize, easy to predict, and—eventually—easy to replace.

Tucker Bryant offers a roadmap for moving from hesitation to high-stakes originality by adopting the tools of an artist. Having spent a decade at Google and Stanford while simultaneously disrupting the ancient monopoly of poetry, Tucker knows that growth doesn't come from doing the same things better. It comes from the willingness to disrupt your own 'default mode.' He reveals how the artistic process – defined by curiosity, strategic experimentation, and the courage to look twice—is the only sustainable way to stay relevant in a landscape of constant disruption.

Through humor, immersive storytelling, and live demonstration, Tucker invites audiences to trade the safety of the middle for the impact of the edge. He shows that **Doing Different Things Differently™** isn't just a strategy for products – it's a requirement for the people who build them.

**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • [www.MichelleJoyce.com](http://www.MichelleJoyce.com)



### **What audiences come away with:**

- Strategies to move ideas from imagination to execution—even without perfect conditions
- Tools to replace perfectionism and fear with curiosity and momentum
- Creative habits that spark motivation, energy, and resilience
- A mindset that uses uncertainty as fuel rather than friction
- A renewed sense of confidence, courage, and personal agency

### **Ideal Audiences:**

- Organizations looking to reignite engagement, purpose, and creative energy across teams
- Conferences and events focused on personal growth, mindset, or transformational leadership

**For booking information please contact Tracy Cotton:**

Tracy@MichelleJoyce.com • 310-902-5568 • [www.MichelleJoyce.com](http://www.MichelleJoyce.com)