



## Dr. Doug Kaufman

Author, *Deeply Human*  
PhD, Social Psychology  
5x Founder | 6x CEO  
Lecturing Fellow  
Duke University  
Executive Director,  
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### ABOUT

A 5x founder and 6x CEO with a PhD in social psychology, Doug has spent his career at the intersection of human behavior, leadership, and organizational change. As CEO of TransLoc, he led the company to a \$60M acquisition by Ford. He created and taught Innovation, Creativity, and the Entrepreneurial Mindset at Duke University and now leads AI adoption practice at Automated Consulting Group. His work focuses on the human side of AI, where most initiatives are won or lost.

### BOOK DR. KAUFMAN

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*Deeply Human* available at [docdoug.io](https://docdoug.io)

### SPEAKER

#### SIGNATURE TALK

## It's Not the AI:

### *What Leaders Get Wrong About Adoption*

Research consistently shows that roughly 70% of AI initiative challenges trace back to people and process issues, not technical ones. Yet most organizations spend the vast majority of their AI investment on the technology and almost nothing on the human system around it.

In this talk, Dr. Kaufman draws on his work with leadership teams, his background in social psychology, and his book *Deeply Human* to map the human terrain that leaders consistently miss. Why employees say they are on board when they are not. Why middle managers become layers of friction instead of acceleration. Why intellectual atrophy is the risk nobody is talking about. And what the leaders who actually get AI adoption right do differently.

This is not a talk about technology. It is a talk about people, leadership, and what it actually takes to guide an organization through one of the most disorienting transitions in modern business history.

#### WHAT YOUR AUDIENCE WILL LEAVE WITH

- A clear framework for understanding what their people are actually experiencing during AI adoption, not the official version
- The specific leadership behaviors that accelerate genuine adoption versus the ones that quietly undermine it
- An honest answer to why most AI initiatives fail and a practical path for avoiding the same fate
- The counterintuitive case for why leaders who prioritize human elements consistently outperform those who optimize purely for metrics
- A set of questions that cut through the official narrative and get to what is actually happening in their organization

#### FORMATS AVAILABLE

**Keynote** 45 to 60 minutes

**Executive Workshop** Half day or full day, hands-on, built for leadership teams

**Fireside Chat** 30 to 45 minutes, conversational format for smaller rooms

*“The risk is not that AI becomes too powerful. It’s that the humans directing it become too shallow.”*

Based on the book *Deeply Human: A Leadership Guide for the AI Era*