



Jerry Peterson

Enterprise Agile & AI Coach · Speaker · Author · Founder, RightSide Inc.

Jerry Peterson has spent 30+ years inside Fortune 50 organizations watching good people get destroyed by bad systems. He is the creator of the Z Scale framework and three free diagnostic instruments — the ZTI, ZSA, and LDI — and the author of *Raising the Dead: Transforming Your Zombie Workforce into Zealots*. His talks combine hard data, original IP, and practitioner-level credibility to deliver a message that changes how leaders see their organizations — and their own role in them.

30+

Years Enterprise Experience

Fortune 50

Practitioner Background

\$8.9T

Annual Cost of Disengagement

6 Talks

Signature Keynotes

6 SIGNATURE TALKS

01

Raising the Dead

Converting your workforce from Zombies to Zealots using the Z Scale framework and the \$8.9T disengagement data.

02

The Human System

Why your greatest competitive advantage is already on payroll — and how systems thinking unlocks it.

03

The Surveillance Trap

Why monitoring your people is manufacturing your Zombies — and the outcome-based alternative that builds Zealots.

04

The Transformation Illusion

Why change initiatives fail before they begin — and Goldratt's gate for distinguishing real change from organizational theater.

05

The Latent Productivity Opportunity

The productivity you need is already in your building. How to stop suppressing it with the three systemic bottlenecks.

06

Are You the Problem?

The leadership accountability talk nobody wants — and every organization needs. The Vote Metaphor and the Leader's Report Card.

BOOK JERRY

Jerry Peterson

✉ jerry@uofproductivity.com

☎ (630) 258-5092

🌐 jerrypeterson.ai

🏢 Founder, RightSide Inc.

AVAILABLE FORMATS

18-min TEDx-Style Keynote

45-min Breakout Session

60-min Workshop

Half-Day Executive Retreat

Podcast / Panel Guest

FREE DIAGNOSTIC INSTRUMENTS

ZTI — Zealot Transformation Index

10 questions · ~3 min · Quick pulse check
jerrypeterson.ai/zti

ZSA — Z Scale Assessment

20 questions · ~6 min · Full diagnostic
jerrypeterson.ai/zsa

LDI — Leadership Depth Index

3 inputs · ~2 min · Leader effectiveness score
jerrypeterson.ai/ldi



SCAN FOR FREE ASSESSMENTS

COMING SOON

Raising the Dead: Transforming Your Zombie Workforce into Zealots — Jerry Peterson's forthcoming book