SPEAKER MEDIA KIT

Pressure does not eliminate authority. It redistributes it.

Keynotes and workshops for technology leaders who are tired of being the calmest person in every crisis room.

Yuval Gonen

FOUNDER, DYNAMIC ESCALATION SOLUTIONS

▶ Watch the one-minute speaker reel

WHEN THE SAME ESCALATION KEEPS FINDING THE SAME EXECUTIVE

Capable teams. Clear escalation paths. And every hard call still lands on one desk.

01

“I have to be on every call.”

Authority that was never designed defaults under pressure to whoever cares most, knows most, or stays calmest.

02

“My team escalates everything.”

Rescue solves the moment, but it can train dependency. Repeated rescue teaches the system to wait for the same leader.

03

“We fixed it and still lost the account.”

Technical resolution closes the issue. Trust repair closes the escalation. Most organizations staff only the first.

Who owns the next decision when a customer applies pressure?

The question every Yuval Gonen session answers.

THE MOMENT BEHIND THE WORK

“Thank you for solving the problem. I do not want you working with my team anymore.”

A VP at his largest customer said that to Yuval after a major escalation closed. Every metric said the job was done. The trust was gone anyway. That moment shaped what he teaches: technical resolution closes the issue, and trust repair closes the escalation.

EXPERIENCE
More than 20 years inside enterprise escalations, including a decade of escalation leadership at Cisco.

CREDENTIALS
Founder of Dynamic Escalation Solutions. Leadership coach certified by the Institute for Professional Excellence in Coaching (iPEC).

REACH
Speaks in English and Hebrew across the United States, Canada and Israel.

START WITH WHAT IS HAPPENING IN YOUR ORGANIZATION

Three programs. Three reasons to call.

01	Escalations keep climbing to the same executive.	**Stop Being the Escalation System**	**Flagship keynote**
02	AI is moving faster than your decision rights.	**AI Can Support the Work. It Cannot Own the Consequence.**	**Keynote or workshop**
03	Capable people have stopped offering ideas.	**Responsibility Without Authority**	**Cross-industry keynote**

ALSO AS BREAKOUTS

The Chief Apology Officer: why the same escalation keeps landing on your desk

No Cadence, No Trust: customer communication while everything is on fire

FORMATS Keynote · Breakout · Workshop · Executive session · In person or virtual

FLAGSHIP KEYNOTE

Stop Being the Escalation System

Who owns the next decision when a customer says “unacceptable”?

Your org chart describes your company at rest. When a customer applies real pressure, authority moves. It goes up to the executive who never lets it drop, out to the customer applying the pressure, or into the gap where nobody owns the next decision. None of those destinations was chosen. This keynote walks the room through all three, shows the tell for each, and ends on the one destination anyone designs on purpose: a named owner, agreed before the pressure arrives.

YOUR AUDIENCE LEAVES WITH

01 The ability to name where their authority goes by default

02 The one question that exposes it in any escalation

03 One escalation type with the next decision owner written down

BEST FOR

Customer success, support, services, engineering and security leadership teams

FORMATS

40 min keynote · 20 min cut · Breakout · In person or virtual

KEYNOTE OR WORKSHOP

AI Can Support the Work. It Cannot Own the Consequence.

Who owns the decision the machine just made?

Your policy says no. Your people are already using it. Without ownership and review rules, AI only speeds up confusion. This session gives leaders a boundary they can publish: what AI may draft, what it may decide, and where a named human takes the decision back. Built for teams that handle customer escalations, security events and other decisions with real consequence.

YOUR AUDIENCE LEAVES WITH

01 The leadership risk behind AI adoption, in plain language

02 Where AI supports, where humans review, and where humans own

03 A drafted decision-rights boundary for one AI-assisted workflow (workshop)

BEST FOR

AI, technology and security events, and teams rolling out AI

FORMATS

45 min keynote · AI Without Chaos workshop, 90 min to half day

Delivered as the AI Without Chaos Cyber Range Lab at Salem State University, August 2026.

CROSS-INDUSTRY KEYNOTE

Responsibility Without Authority

Why do your best people quit quietly first?

Someone on your team owns an outcome, sees exactly what the situation needs, and cannot act, because nobody told her what she is allowed to decide. So she stops offering. From the outside it reads as disengagement. We inspect the system before we blame the person. This keynote names the authority gap underneath it, and what a manager can see on an ordinary Tuesday, well before the resignation.

YOUR AUDIENCE LEAVES WITH

01 Three observable signals of an authority gap

02 The decision-rights conversation that closes it

03 A question to take back to their own team and their own manager

BEST FOR

Any organization with a team and a hierarchy, including associations and cross-industry events

FORMATS

20 to 45 min keynote · In person or virtual

EVIDENCE BEHIND THE POINT OF VIEW

Built in the rooms where the system has to hold.

15–25 hrs → 1

Executive escalation time per week

Cut from 15 to 25 hours a week to roughly one.

Weekly → yearly

Recurring outages

Part of an effort that took outages from several a week to about one a year.

Cisco Q4 award

Recognized leadership

Innovate Everywhere, Amazing Leader.

Enterprise outcomes from Yuval's escalation leadership work, not measured effects of a keynote.

> “Excellent at diffusing heated political situations with customers, and doing so with a smile. Driven to resolution, and treats customers and engineers well during a crisis.”
>
> **Wes B.**

> “Yuval's leadership and expertise were indispensable during some of the most challenging times, and his efforts consistently led to positive outcomes for our team and our customers.”
>
> **Tristan Van Egroo**

RECENT STAGE

AI Without Chaos Cyber Range Lab, Salem State University. An in-person leadership lab on decision rights, risk and accountability.

WATCH YUVAL LIVE

Speaker reel youtu.be/QQPj5HvHnuY Live clips and testimonials from hosts and participants youtube.com/@YuvalGonenSpeaker

WORKING WITH YUVAL

Everything your team needs on the day.

FORMATS

Keynote · 40 min, with a 20 min cut

Breakout · 45 min

Workshop · 90 min to half day

Executive session · small leadership teams

Delivery · In person, or virtual on Zoom, Teams or your platform

Every session is tailored to your audience and the stakes in the room, agreed in a short planning call.

AV PREFERENCES

Preferred, not required. Yuval adapts to the room.

Microphone	Wireless lavalier or headset
Screen	Projector or display, HDMI, 16:9
Confidence monitor	Facing the stage, if available
Slide advancer	Wireless; Yuval can bring his own
Stage	Room to move; lectern optional
Water	On stage
Sound check	15 minutes before doors

INTRODUCTION FOR YOUR EMCEE

> Yuval Gonen has spent more than 20 years in the rooms where major customer escalations are won or lost, including a decade of escalation leadership at Cisco. Today he helps technology leaders stop being the person every crisis lands on, by designing how authority moves under pressure. Please welcome Yuval Gonen.

START WITH THE SITUATION

What keeps landing on your leaders' desks?

Tell Yuval what is happening, who will be in the room and what you want to change. He will recommend the session that fits.

yuval@dynamicescalation.com

dynamicescalation.com/speaking

LinkedIn: Yuval Gonen

FOR PODCAST AND INTERVIEW HOSTS

Why does the same escalation keep landing on the same executive?

Who should own the decisions AI can help make?

What does trust repair look like after the technical fix?

WATCH YUVAL LIVE

Speaker reel: youtu.be/QQPj5HvHnuY

YouTube: @YuvalGonenSpeaker

Scan for the speaking page, talk details and the latest availability.