

# Frontline AI Leadership

**Machines Do. Managers Decide. Leaders Develop.**

EVENT ORGANIZER PACKET | JON HARMELING

## Session description

An employee has a goal a leader has not asked about recently. A quiet contribution goes unnoticed. A difficult conversation needs more preparation. These are everyday opportunities to lead, and AI can help leaders approach them with greater attention.

In this keynote, Jon Harmeling draws on his experience running a restaurant and leading a frontline team. Participants explore ways to prepare useful coaching questions, examine assumptions before feedback, notice specific contributions, and keep commitments to employees in view. Leaders check the context with the person and take responsibility for their decisions.

## What the audience takes away

- Prepare a coaching or feedback conversation with AI, then verify assumptions through listening and direct discussion.
- Recognize a specific contribution that might otherwise go unnoticed and deliver the acknowledgment personally.
- Build a practical 30-day plan: identify one person whose growth you can support, prepare one important conversation, make one leadership commitment, and set a date to follow through.

## Best-fit audiences

Restaurant, franchise, hospitality and retail leaders; multiunit operators; and leadership teams responsible for developing frontline employees. No technical AI background is required.

### THE STANDARD PAID KEYNOTE PACKAGE

**In person: \$15,000 plus travel**

**Virtual: \$7,500**

Both formats include up to 60 minutes total, including Q&A as agreed; a 30-minute preparation call; and audience-specific customization.

**Also included: one 30-minute virtual follow-up within 60 days of the event.** One shared Q&A or application discussion with your audience or leadership team, scheduled together. This is not ongoing or individual coaching.

In-person travel is quoted separately and reconciled to actuals without markup. South Florida events have no travel fee. Virtual keynotes have no travel charge.

Attendee books are optional and priced separately. Quantity, availability, delivery timing, and shipping are confirmed for your event.

### MORE TIME WITH YOUR LEADERS

**90-minute leadership team session: \$10,000   Half-day workshop: \$5,000 or \$10,000**

The leadership team session is a smaller-room version of the keynote with discussion. The half-day workshop is \$5,000 added to a keynote or \$10,000 on its own.

# Ready for your event

## Copy, planning details and speaker assets

### Short speaker biography

Jon Harmeling brings frontline operating experience to his work as a keynote speaker on AI and leadership. A West Point graduate who later taught systems engineering there, he served in the U.S. Army and now operates a Chick-fil-A restaurant. His work explores how leaders can use AI to understand employee goals, prepare for important conversations and sustain their commitments to people. He teaches a practical approach to coaching, recognition and development that keeps responsibility and personal connection with the leader.



### Introduction for the host

Our next speaker brings experience from the Army, the classroom at West Point and the daily work of leading a restaurant team. Jon Harmeling explores how AI can help leaders give their people more thoughtful attention, prepare for important conversations and support individual growth. Today, he will help us turn those ideas into a practical leadership commitment. Please welcome Jon Harmeling.

### Announcement template

Replace the bracketed details after the engagement and publication are confirmed.

Jon Harmeling will present Frontline AI Leadership at [Event Name] on [Date] in [Location or Virtual]. His keynote will explore how leaders can use AI to prepare for coaching conversations, recognize overlooked contributions and follow through on employee development. Participants will create a 30-day plan to support one person's growth. Learn about Jon at [www.jonharmeling.com](http://www.jonharmeling.com). Event details and registration: [Public Event URL].

### Booking and logistics

**Initial response:** within one business day with availability and a fit assessment. A 20-minute fit conversation addresses the audience, date, format, and goals. **Proposal:** within 48 hours after that conversation and receipt of the event details needed to confirm scope.

**AV:** lavalier microphone preferred; confidence monitor preferred but not required. Jon brings his laptop and clicker; HDMI is fine. Confirm AV and final session timing during preparation.

**Written agreement:** confirms payment dates, travel, cancellation, rescheduling, recording permissions, and any additional scope. Two or more paid events booked together qualify for the existing 15% multi-engagement package rate; the included follow-up is not a second paid event. Mission-based arrangements have separately agreed terms.

### Website and speaker assets

[Keynote details](#) | [Speaking fees](#) | [Media kit](#) | [Download original headshot](#)

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Based in Miami, Florida. Photo: Jon Harmeling.

Use the full keynote title in the session listing and link Jon's name to his website. Confirm final program details with Jon. Speaking engagements reflect Jon's own experience and do not imply corporate sponsorship or endorsement.