

AI isn't your problem. Your *box* is.

Your leaders walk in defending the playbook that built them. They walk out ready to throw it away and reinvent — before a competitor, or AI, does it for them.

A #1 Wall Street Journal, Amazon & Barnes & Noble bestselling author, the #2 New TEDx Talk in the World, and a former U.S. Air Force Captain — Executive Officer of nuclear B-52 operations during the Cold War. Across more than 1,500 keynotes, Terry has turned one of the most dangerous forces in business — *the gravitational pull of "how we've always done it"* — into a room full of leaders ready to reinvent.

THE CREDENTIALS

#1 WSJ · Amazon · Barnes & Noble Bestseller · USA Today Bestseller · #2 New TEDx Talk in the World · 1,500+ Stages



SIGNATURE KEYNOTE

Throw Away the Box

Why AI Will Bury the Companies That Won't Reinvent — and What the Survivors Do Differently

Fifty-two percent of the Fortune 500 from the year 2000 are already gone — and AI is accelerating the count. Drawing on original interviews with the leaders behind NASA, Tesla, The North Face, E! Entertainment, and FANUC robotics — and on his own command experience under real pressure — Terry shows leaders why "thinking outside the box" is no longer enough. The most dangerous force in a successful company isn't disruption from outside; it's the gravity of its own success — and it pulls hardest on the winners.

Your audience walks in optimizing the box. They walk out ready to throw it away — and every leader leaves with:

THE BOX AUDIT

A repeatable tool every leader can run with their team Monday morning to surface what's quietly putting the organization at risk.

SHARED LANGUAGE

A name for the most dangerous force in any company: the gravitational pull of "the way we've always done it."

THE COURAGE

To stop optimizing a broken model and start reinventing it — the highest form of leadership in the age of AI.

"The box doesn't pull hardest on the fools. It pulls hardest on the winners."

IN THEIR OWN WORDS

"The best speaker we've ever had."

What the executives and conference directors who booked Terry say.

"As the opening keynote for our Expo, Terry got a standing ovation and set the tone for the entire conference. Without doubt, the best speaker we've ever had."

Conney Edmondson

Executive Director, Central Wisconsin Manufacturing Alliance

"Terry's presentation was inspiring and uplifting, resulting in a standing ovation by all in attendance. He walks the walk and talks the talk."

Craig A. Forman, CLU, ChFC, CLF

Managing Partner, New York Life

"He was awesome! Terry captured the attention and imagination of the audience. Every member will leave with the determination to become their best self."

Jeff Phillips

President, Washington Food Industry Association

"His energy, passion and storytelling style captivated everyone in attendance. Definitely the best speaker we have had the pleasure to hear in many years!"

Adrienne Torre

Past President, Spokane Executive Women's International

"Terry was the single best speaker we've ever had at one of our events."

Adam Hutchinson

Executive Director, Northwest Concrete Masonry Association

"For any high-quality engagement where you need a world-class speaker — and in particular when you want the speaker to get the audience to take action. He keeps you engaged from start to finish."

Richard A. Castleberry, MBA

Director, Full-Time MBA & MS Programs, Texas A&M University

"Terry's delivery hits with impact and is powerful. He is great for a small group of 10 to 15 or for audiences over 1,000 — I have seen him connect with all of them."

Nathan Ricks

Founder, One Team Global

"I spoke to a number of attendees who had been to many events with guest speakers — and by far Terry was the best they had ever seen and heard."

Stephen Hinger

President, Drum Rock Products

WHERE TERRY HAS SPOKEN

Manufacturing & industry associations · Corporate leadership summits · Sales organizations · United States Air Force · New York Life · Texas A&M University · National & regional conferences · Executive retreats

ABOUT TERRY L. FOSSUM



Terry L. Fossum is a **#1 Wall Street Journal, Amazon, and Barnes & Noble bestselling author** and a **USA Today bestseller**. His TEDx talk was ranked the *"#2 New TEDx Talk in the World."* He is a former U.S. Air Force Captain who served as an executive officer in nuclear B-52 operations during the Cold War, and the winner of Fox's 2017 reality competition *Kicking & Screaming*. For *Throw Away the Box*, Terry conducted original interviews with the leaders behind NASA, Tesla, The North Face, E! Entertainment, and FANUC robotics — material no other speaker brings to a stage. Across more than 1,500 engagements, from factory floors to executive summits, he has earned the same review again and again: *the best speaker we've ever had*.

Book Terry L. Fossum

speaking@terryfossum.com · terryfossum.com/speaking