



John Munsell

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AI Strategy, Implementation & Execution Expert

For businesses drowning in AI hype and hungry for real solutions, they need more than another "AI is changing everything" presentation—they need someone who can show them exactly how to compete and win in the AI era. As a 3X Inc 5000 founder who's helped countless businesses implement AI successfully, John delivers the frameworks and practical roadmaps that turn "this is too complicated" into "we can actually do this," leaving audiences energized and equipped to take action Monday morning.

AI Without the Eye Rolls

Tired of speakers who drain the energy from a room with dense technical jargon or rehashed AI basics? John Munsell transforms skeptical audiences into engaged participants through a masterful blend of storytelling, practical frameworks, and perfectly timed humor. His presentations spark the kind of "lean-forward" moments where people forget to check their phones and start frantically taking notes instead.

Drawing from 35 years of software development and three appearances on the Inc 5000 list of fastest-growing companies in the US, John shares battle-tested insights that resonate with businesses of any size. Whether he's explaining how to 10X your results from AI by changing one simple thing or showing you how to go from a sales discovery call to a closing proposal in under 3 minutes, John makes complex concepts stick through real-world examples that audiences immediately understand.

Making AI Accessible, Actionable, and Actually Fun

Ever see someone's eyes light up when they suddenly "get" how AI can transform their business? That's what happens when John breaks down complex AI concepts into bite-sized, actionable strategies and tactics. Instead of overwhelming audiences with technical jargon, he shows them how companies just like theirs are using AI to grow faster, work smarter, and stay ahead of larger competitors.

Through actual business use cases—often sprinkled with fun analogies that somehow make perfect sense—John demonstrates how organizations can build sustainable AI-first cultures that protect jobs while accelerating innovation. He transforms the anxiety around AI into excitement by showing teams exactly how to implement and scale AI use and achieve organization-wide AI fluency.

Attendees don't just leave with vague ideas—they walk away with frameworks they can implement immediately. Whether it's the AI Strategy Canvas™ for aligning teams and resources or Scalable Prompt Engineering™ for consistent results, John provides tools that work across departments and drive real business growth. No more listening to speakers rehash talks about why AI is important. John provides clear, practical pathways to success that anyone can follow.

Transforming How Real Businesses Win With AI

When Louisiana State University wanted to help businesses accelerate workforce upskilling in AI, they didn't call Silicon Valley—they partnered with John Munsell. His new book, "INGRAIN AI - Strategy through Execution" (February 2025), isn't another theoretical text about AI's potential—it's a practical blueprint based on thousands of hours helping real businesses implement and scale AI successfully. As a top AI voice on LinkedIn, John shares insights that cut through the hype, showing organizations exactly how to navigate technological disruption without losing their competitive edge or their valuable employees.

Event Formats

John tailors each presentation to deliver exactly what your audience needs. No recycled slides or generic talks—just engaging content that matches your specific goals.

Choose from formats designed to drive real transformation:

- High-energy keynotes that make complex AI concepts click
- Industry conference breakouts that spark immediate action
- Executive workshops where "impossible" becomes "implemented"
- Corporate training that turns AI confusion into confidence
- Podcast interviews that deliver practical insights, not fluff
- Strategic planning sessions that align teams around clear goals

Each engagement blends John's natural storytelling ability with proven frameworks, ensuring your audience gains both the inspiration and the practical tools they need. Whether it's a 60-minute keynote or a full-day workshop, attendees leave with clear action steps, not just vague ideas about AI's potential.

Why Book John

John brings something refreshingly different: the rare ability to make AI both understandable and immediately actionable, transforming complex concepts into "why didn't someone explain it like this before?" moments that leave audiences energized and with the know-how to take action.

Drawing from real-world successes and lessons learned from thousands of hours helping businesses implement AI, he delivers presentations that blend strategic insight with tactical expertise. When not teaching organizations how to use AI the right way, you'll find John in Lafayette, LA, cooking up championship-worthy BBQ for family and friends—a passion that infuses his presentations with memorable analogies about process, patience, and transforming simple ingredients into something remarkable.

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