

# DR. MICHAEL S. ALEXANDER

## Speaker Media Kit

### Change the Focus. Find the Solution.

Keynote Speaker | Economist | Expert Witness | Creative Problem-Solving Strategist



#### Speaker Overview

Dr. Michael Alexander helps leaders, professionals, and organizations solve stubborn problems by changing the way they look at them.

A Ph.D. economist, expert witness, former professor, award-winning speaker, and author, Michael brings an unusual mix of hard analysis, humor, storytelling, and practical judgment to the stage. He has spent decades making complicated ideas understandable - in boardrooms, classrooms, courtrooms, conferences, and high-pressure decision settings.

Michael's work begins with a simple observation: people are often not stuck because they lack intelligence. They are stuck because they are asking the wrong question, accepting the wrong assumption, or trying to solve the wrong problem. His presentations help audiences step back, challenge the frame, and see possibilities that were hiding in plain sight.

His style is direct, witty, thoughtful, and useful. He does not sell motivational fog, management slogans, or fashionable nonsense. He gives audiences a better way to think, a clearer way to communicate, and practical tools they can use when they return to work.

#### Featured Speaking Topics

##### Corporate Leadership and Problem-Solving

Change the Focus. Find the Solution. Leadership, decision-making, morale, unintended consequences, and solving the right problem instead of merely attacking the obvious one.

##### AI and Human Judgment

Man, Machine, and Mindset. A clear-eyed look at using AI without surrendering skepticism, creativity, responsibility, or common sense.

##### Expert Witness and High-Stakes Communication

Clear Testimony Under Pressure. Helping experts and professionals explain complex material clearly, calmly, and credibly when the stakes are high.

#### About Dr. Michael Alexander

Dr. Michael S. Alexander is a speaker, economist, expert witness, author, and creative problem-solving strategist. He has taught at the college level, worked on major energy and regulatory matters, served as an expert witness in high-stakes proceedings, and coached speakers and witnesses in clear, credible communication.

He is the author of *Survive and Thrive on the Witness Stand: A 15 Step Guide* and is known for making difficult ideas clear, practical, and memorable.

#### Inside This Kit

1. Speaker overview and bio
2. Corporate / Leadership / Problem-Solving one-sheet
3. AI and Human Judgment one-sheet
4. Expert Witness / High-Stakes Communication one-sheet

*Best next step: choose the topic that fits your audience, then contact Michael to shape the program around your event.*



# DR. MICHAEL S. ALEXANDER

KEYNOTE SPEAKER | ECONOMIST | CREATIVE  
PROBLEM-SOLVING STRATEGIST

## Change the Focus. Find the Solution.

### Leadership, Decision-Making, and Solving the Right Problem

Dr. Michael Alexander helps leaders and teams solve stubborn problems by changing the way they look at them. He blends hard thinking, plain English, humor, and practical judgment so organizations can cut through confusion and make better decisions.

*"You do not solve many problems by attacking them head-on. Sometimes you solve them by looking from the side."*

#### THE CORE IDEA

Most organizations are not short on intelligence. They are short on perspective. Michael helps audiences change the frame, challenge assumptions, and solve the problem that actually matters.

#### SIGNATURE THEMES

##### Change the Focus. Find the Solution.

Reframe stubborn problems.

##### Unintended Consequences

Catch second-order effects early.

##### Leadership and Morale

#### PROBLEMS HE HELPS SOLVE

- Teams arguing over symptoms instead of causes
- Good people trapped by bad assumptions
- Leaders stuck between morale and performance
- Decisions that look clean on paper and messy in life

#### WHY MICHAEL?

Michael brings the rigor of an economist, the skepticism of an expert witness, the instincts of a teacher, and the timing of a seasoned speaker. He does not offer motivational wallpaper. He offers ideas people can actually use.

#### WHAT AUDIENCES TAKE AWAY

- Identify the real problem before chasing the wrong solution
- Uncover assumptions that quietly limit options
- Spot unintended consequences before they get expensive
- Improve morale without management fads
- Make decisions more clearly and communicate them better
- Use humor and analogy to make difficult ideas stick

#### IDEAL FOR

- Leadership retreats and management meetings
- Corporate off-sites and team development programs
- Professional associations and business conferences
- Managers, supervisors, emerging leaders, and cross-functional teams

#### PROGRAM OPTIONS

- Keynote: Change the Focus. Find the Solution.
- Workshop: Free-Range Thinking for Leaders and Teams
- Session: The Land of Unintended Consequences
- Training: Communicating Complex Ideas Clearly

#### SELECTED BACKGROUND

- Ph.D. economist and former energy/regulatory economist
- Former professor and experienced public speaking coach
- Expert witness with a record of clear communication under pressure
- Award-winning speaker known for making difficult ideas understandable

#### BOTTOM LINE

A good keynote should not evaporate after the applause. Michael gives audiences a practical shift in perspective they can use in the next meeting, the next decision, and the next stubborn problem that refuses to behave.



# DR. MICHAEL S. ALEXANDER

KEYNOTE SPEAKER | ECONOMIST | PERSPECTIVE ARCHITECT

## AI Is Powerful. Judgment Is Human.

### Man, Machine, and Mindset

This keynote is for leaders and professionals who want to use AI without handing it the steering wheel. Michael helps audiences cut through the hype, challenge polished nonsense, and keep human judgment in command.

*"The future belongs to people who know how to question the machine."*

#### THE BIG IDEA

AI is powerful, but it is not wise. It can help you think, or it can make bad thinking sound smarter than it is. Michael calls one danger **Digital Pygmalionism™**: shaping the machine with our assumptions, then mistaking the echo for independent judgment.

#### THE PARROT WITH A PH.D.

AI can sound fluent, organized, and confident while still being thin, biased, incomplete, or flat wrong. The danger is not just machine error. The danger is human surrender.

#### CHALLENGE, DON'T JUST PROMPT

Michael shows audiences how to use AI as a thinking partner, not an oracle. That means asking it to argue the other side, expose weak assumptions, and show where a polished answer may be hiding a bad guess.

#### THE ANTHROPOLOGY OF AI

This keynote draws from Michael's developing work on how human beings respond psychologically and socially to machines that talk back: our hunger for certainty, our weakness for fluent authority, and our urge to project intelligence onto anything that speaks confidently.

#### WHAT AUDIENCES LEAVE WITH

- A clear way to separate fluency from judgment
- Practical methods for challenging AI instead of admiring it
- Better questions, better skepticism, and better decisions
- A healthier relationship between human reasoning and artificial intelligence

#### IDEAL FOR

- Leadership conferences and management meetings
- Strategy, innovation, and transformation teams
- Professional associations and executive education programs
- Organizations adopting AI without wanting to lose their common sense

#### PROGRAM OPTIONS

- Keynote: Man, Machine, and Mindset
- Workshop: Challenge Prompts and Human Judgment
- Session: Digital Pygmalionism™
- Training: Using AI Without Outsourcing Thinking

#### WHY MICHAEL?

Michael combines the mind of an economist, the skepticism of an expert witness, the instincts of a teacher, and the timing of a seasoned speaker. He does not preach machine worship, machine panic, or machine magic. He helps audiences think.

#### BOTTOM LINE

AI is changing work, but it should not replace judgment. Michael helps audiences use the machine as a tool, not a throne.



# DR. MICHAEL S. ALEXANDER

KEYNOTE SPEAKER | EXPERT WITNESS | COMMUNICATION COACH

## Clear Testimony. Under Pressure.

### Helping Experts Explain What They Know When It Matters Most

When the stakes are high, knowledge alone will not save you. Michael helps expert witnesses and professionals communicate complex material in plain English, hold up under pressure, and come across as steady, thoughtful, and believable.

*“A good witness does not try to win the room by force. He teaches it.”*

#### THE REAL CHALLENGE

In high-stakes testimony, being right is not enough. If you sound defensive, rambling, arrogant, or confusing, the facts may never land. Michael helps experts stay clear, calm, and believable when the pressure is on.

#### WHAT MICHAEL TEACHES

- Explain technical material in plain English
- Answer the question without wandering into the weeds
- Handle hostile questions without getting rattled
- Sound like a credible expert, not a rehearsed robot

#### COMMON WITNESS PROBLEMS

- Giving lectures instead of answers
- Fighting counsel instead of teaching the room
- Overexplaining the simple and underexplaining the important
- Letting irritation, pride, or nerves become the story

#### WHY MICHAEL?

Michael has spent years working with experts, lawyers, and complex technical issues. He knows the witness stand from the inside, and he knows how quickly good minds can get into trouble when they stop communicating like human beings.

#### WHO THIS IS FOR

- Expert witnesses in technical, financial, economic, scientific, and regulatory matters
- Executives and professionals facing deposition or trial testimony
- Law firms preparing witnesses for high-pressure cases
- Professionals who must explain complex work to non-specialists

#### WHAT CLIENTS WALK AWAY WITH

- Better preparation before deposition and trial
- Cleaner answers and stronger courtroom presence
- Greater confidence under cross-examination
- A witness who can teach instead of merely react

#### PROGRAM OPTIONS

- Witness preparation and hot-seat training
- Deposition readiness
- Expert testimony communication coaching
- Executive preparation for high-pressure questioning

#### SELECTED BACKGROUND

- Author of *Survive and Thrive on the Witness Stand: A 15 Step Guide*
- Ph.D. economist and experienced expert witness
- Former professor and public speaking coach
- Known for making difficult material understandable

#### BOTTOM LINE

The best expert witness is not the one who knows the most. It is the one who can make the truth understandable, credible, and hard to shake.