BLUE LAKE IDEAS

SPEAKER KIT · MATT ELLIOTT

We’re all under pressure to deliver now while building for the future.

Recapture the capacity to deliver today and win tomorrow.

Matt Elliott, keynote speaker. Author of the forthcoming *Overloaded*.



bluelakeideas.com/speaking

THE PRESSURE

Accelerating change adds load. When load exceeds capacity, our judgment narrows. Outcomes suffer.

THE BINARY TRAP

Connected priorities become oversimplified into either/or choices.

We pay the price.



Some of our hardest challenges cannot be solved by choosing one side or the other.

THE WAY THROUGH

The Power of &™ is a better way: integrate competing priorities and design a solution that makes everyone better off.

The & Intelligence™ framework puts it into practice through three moves.

01
CLARITY
PAUSE & REFLECT
Create enough space to identify the competing demands before making the call.

02
CONNECTION
FIND THE &
Define what makes everyone better off.

03
COURAGE
TEST & LEARN
Run a small test, learn, and adjust.

The result is the Capacity Advantage: greater clarity, connection, and courage under pressure.

SIGNATURE TALKS

Three talks, each built around the audience

01

THE CAPACITY ADVANTAGE: THE POWER OF &™

How overload narrows judgment, creates false choices, and how leaders can recapture their capacity to deliver and win.

02

SUSTAINABILITY & COMPETITIVE ADVANTAGE

How companies can lower costs, attract talent, strengthen resilience, and grow while advancing sustainability.

03

EVERYDAY LEADERSHIP: PROFIT & PURPOSE

How emerging leaders can create value, lead change, and make an impact from any seat at the table.

FORMATS

Customized to fit your needs

Anything from a short keynote to a long-form seminar.

KEYNOTE

15 to 60 MINUTES

From a TED-style talk to a full keynote, built around your audience and your agenda.
A 90-minute keynote is also available.

KEYNOTE PLUS DISCUSSION

45–90 MINUTES

A keynote followed by group discussion and Q&A.

FULL-DAY PROGRAM

1 DAY

A keynote, small-group meetings and mini-workshops, or a full day with your team working on a live challenge.



ABOUT MATT

He’s done the job

Matt spent 35 years leading under the same pressures his audiences face today, including 12 years as President of Bank of America Michigan. While at BofA, he also led multi-state businesses across the Midwest and served as Sustainability Executive for Business Banking and Global Commercial Banking, helping deploy more than $35 billion in sustainable capital.

At the peak of his career, Matt was managing three major roles at once. He knows what it feels like to perform at a high level while demands keep stacking up, capacity shrinks, and judgment starts to narrow.

As Chair of the 2023 Mackinac Policy Conference, Matt introduced The Power of &™ as the conference theme, bringing together leaders from business, government and philanthropy around a simple idea: some of our hardest challenges cannot be solved by choosing one side or the other.

12
years as President, Bank of America Michigan

$35B+
in sustainable and transitional finance

25,000+
sustainability conversations

> *“I’ve been in your seat. I know how hard it is to find a speaker who delivers high-impact content and shows up as a true partner. I work with your team before the event. I stay for the conversations afterward. I adapt in real time. If your audience is ready to engage, I’m going to meet that moment fully.”*

TRUSTED BY

Detroit Regional Chamber · Mackinac Policy Conference · Michigan State University · Detroit Economic Club · Business Leaders For Michigan · City of Detroit · Greenplaces · SXSW

"As the steward of one of the nation's premier bi-partisan policy conferences, Matt Elliott's theme of "The Power of &" resonated far more than any other prior theme."

Sandy Baruah
President and CEO, Detroit Regional Chamber

"Matt's content and delivery captured us all: we were inspired and came away thinking differently, more broadly. There is an incredible freedom and optimism that comes with that."

Nicole Fenyo
Executive Director, European American Chamber of Commerce

"Matt's Power of & mindset has helped position Michigan State University as a model for collaborative, forward-looking leadership..."

Kevin M. Guskiewicz
President, Michigan State University

"Matt's insights were incredibly valuable and resonated deeply with our team. His ability to distill complex concepts into clear, digestible points was truly impressive."

Raymond Solomon II
Chief of Staff to Mike Duggan, Mayor of the City of Detroit

"Having seen Matt Elliott's work, I can confidently say his insights on The Power of & are exactly what leaders need today."

Sandy Pierce
Corporate Board Director and Former Chair, Huntington Bank Michigan

"When Matt makes an introduction, it comes with weight. When he offers guidance, it moves the needle."

Alex Lassiter
Founder and CEO, Greenplaces

RECENT STAGES

- Michigan Agri-Business Association annual meeting
- Cornerstone Alliance annual meeting
- Michigan Health and Hospital Association HR Conference
- Michigan Health and Hospital Association Employee Summit
- Henry Ford Health CFO annual summit
- Michigan State University Leadership Retreat

FOR ORGANIZERS

Introduction and program descriptions

Ready to paste into your agenda, event page or run of show. The text on these pages is selectable.

HOST INTRODUCTION About one minute

FOR THE HOST

Our next speaker has led through the pressures many of us face today.

Over a 35-year career, Matt Elliott has worked with hundreds of CEOs, led thousands of teammates and served 12 years as president of Bank of America Michigan. He now advises CEOs, leadership teams and boards through his firm, Blue Lake Ideas.

At the peak of his banking career, Matt was managing three major roles at once and experienced firsthand how overload can erode our capacity to lead. He rebuilt his capacity and wrote his forthcoming book, *Overloaded: Recapturing Leadership Capacity with The Power of &™*, to help other leaders do the same.

In this session, he'll show us how to deliver today under pressure while building for the future.

Please join me in welcoming Matt Elliott.

PROGRAM DESCRIPTION Short

FOR THE AGENDA

A keynote for leaders delivering under pressure. We're all being asked to deliver now while building for the future. Matt Elliott shows how The Power of &™ helps leaders do both, with practical tools audiences can use immediately, brought to life through his own story.

PROGRAM DESCRIPTION Long

FOR THE EVENT PAGE

Accelerating change adds load. When load exceeds capacity, our judgment narrows, connected priorities start to look like either/or choices, and we fall into the Binary Trap.
The Power of &™ gives us a better way: integrate competing priorities and design a solution that makes everyone better off. Matt Elliott spent 35 years leading under these pressures, including 12 years as President of Bank of America Michigan. In this keynote he makes it personal and shows leaders how to deliver today under pressure while investing in tomorrow. Participants leave with three tools the team can use on Monday: Pause & Reflect, Find the &, and Test & Learn.

Bios

BIO, SHORT

FOR THE AGENDA

Matt Elliott is the founder of Blue Lake Ideas and author of the forthcoming *Overloaded*. His 35-year leadership career included 12 years as President of Bank of America Michigan. He helps leaders and their teams build the capacity to perform and grow.

BIO, MEDIUM

FOR THE PROGRAM BOOK

Matt Elliott is the founder of Blue Lake Ideas and the author of the forthcoming *Overloaded: Recapturing Leadership Capacity with The Power of &™*. He spent 35 years leading at scale, including 12 years as President of Bank of America Michigan, where he also led multi-state businesses across the Midwest and helped deploy more than $35 billion in sustainable and transitional finance. He chaired the 2023 Mackinac Policy Conference and the Detroit Regional Chamber board, and co-chairs Michigan State University's Green and White Council. Through Blue Lake Ideas, he advises CEOs, leadership teams and boards.

BIO, FULL

FOR PRESS AND THE EVENT PAGE

Matt Elliott spent 35 years leading at scale inside complex, high-pressure organizations. He served 12 years as President of Bank of America Michigan while also leading multi-state businesses across the Midwest and, later, one of the largest sustainability capital initiatives in U.S. banking.

Through Blue Lake Ideas, Matt advises CEOs, leadership teams and boards on strategy, leadership, growth and capital structure. He is also the author of the forthcoming *Overloaded: Recapturing Leadership Capacity with The Power of &™*.

As Sustainability Executive for Commercial Banking, he helped deploy more than $35 billion in sustainable and transitional finance and engaged companies on the business case for sustainability today.

His leadership extends beyond banking. Matt chaired the 2023 Mackinac Policy Conference and the Detroit Regional Chamber board. He currently serves in board and advisory roles across business, higher education, economic development and sustainability, and co-chairs Michigan State University's Green and White Council.

Matt earned his MBA in International Finance from the University of Chicago Booth School of Business and his BA in Finance from Michigan State University's Eli Broad College of Business and the MSU Honors College. He has also completed executive education in board governance and sustainability at the University of Michigan Ross School of Business.

Photos for your program and promotion

Full-size images are available for your program and promotion. Ask us if you need another crop.



HEADSHOT

Portrait, for program books and press



STUDIO PORTRAIT

Landscape, for event pages and banners



ENVIRONMENTAL

Landscape, for features and social



ON STAGE

Landscape, for session promotion



THE ROOM

Wide, for recaps and agenda pages



LOGISTICS

What to expect from the first call to the stage

GETTING STARTED

1. We start with a conversation about your audience, your goals, and the event.
2. From there, we confirm the right format, timing, logistics, and terms.

ON THE DAY

Lavalier mic and confidence monitor preferred. Matt is flexible on the rest.

RECORDING

Organizers may record the session for internal use only.

TRAVEL

Matt travels from DTW in metro Detroit. Travel terms are in the rate sheet.

FEES

Fees vary based on the engagement, audience, location, and level of customization. Longer engagements carry a higher fee. We quote the fee after our discovery call.

Rates and terms are shared on request. Tell us about your event and we'll send the rate sheet with a fee quote for your date.

Questions organizers ask

HOW LONG IS THE KEYNOTE?

Anywhere from 15 to 90 minutes, depending on your time frame and audience needs. Matt also leads full-day programs.

CAN THE TALK BE TAILORED TO OUR AUDIENCE?

Yes. Matt builds each keynote around the audience: who they are, what they're carrying, and what you want them to take away. We start with a conversation about your audience, your goals, and the event.

WHAT DOES MATT NEED ON STAGE?

A lavalier mic and a confidence monitor are preferred. Matt is flexible on the rest.

WHAT ARE THE FEES?

Fees vary based on the engagement, audience, location, and level of customization. Longer engagements carry a higher fee. We quote the fee after our discovery call and send the rate sheet on request.

WHERE DOES MATT TRAVEL FROM, AND WHAT DOES TRAVEL COST?

Matt travels from DTW in metro Detroit. Travel terms are in the rate sheet.

CAN WE RECORD THE SESSION?

Organizers may record the session for internal use only.

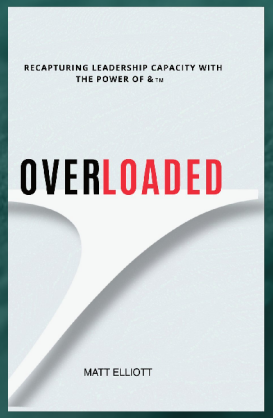
NEXT STEP

Bring Matt to your next leadership event

Tell us who'll be in the room and what they're carrying. A conversation, not a booking.

AVAILABILITY	bluelakeideas.com/speaking
BOOKINGS	matt@bluelakeideas.com
LINKEDIN	linkedin.com/in/matt-elliott-4866b58

Scan to check availability.



OVERLOADED

Recapturing Leadership Capacity with The Power of &™. Matt's forthcoming book.

Join the waitlist
The Capacity Advantage on Substack

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