

PRESS · MEDIA · SPEAKING



MICHAEL EARLS

PRESS KIT

AUTHOR OF

Finding Direction in the Age of AI
and Wired for Purpose

Leadership, clarity, and staying human in a world moving at machine speed.

About the Author

ABOUT MICHAEL EARLS

Michael Earls is an author, technology leader, and speaker helping organizations turn AI from hype into measurable outcomes. His work blends three decades of cloud and AI experience with a calm, human-centered view of leadership in an era of accelerating change.

Michael has guided Fortune 500 enterprises and federal agencies through complex cloud and AI transformations as a senior leader at Applied Information Sciences and Microsoft, and as a sought-after advisor to executive teams. His approach is grounded in a simple premise: technology should serve clarity, not create noise.

His first book, *Finding Direction in the Age of AI*, gives leaders a practical framework for cutting through hype and reconnecting strategy to purpose. His second book, *Wired for Purpose*, offers IT professionals a daily devotional rhythm — one quote, one reflection, one prompt — to stay grounded in a profession that rarely slows down.

Michael writes and speaks regularly on AI strategy, cloud modernization, and the human element of digital work. He lives with his family and divides his time between writing, advising, and the occasional sailing trip — usually with a notebook close by.



MICHAEL EARLS

Author · Speaker · Cloud & AI Leader

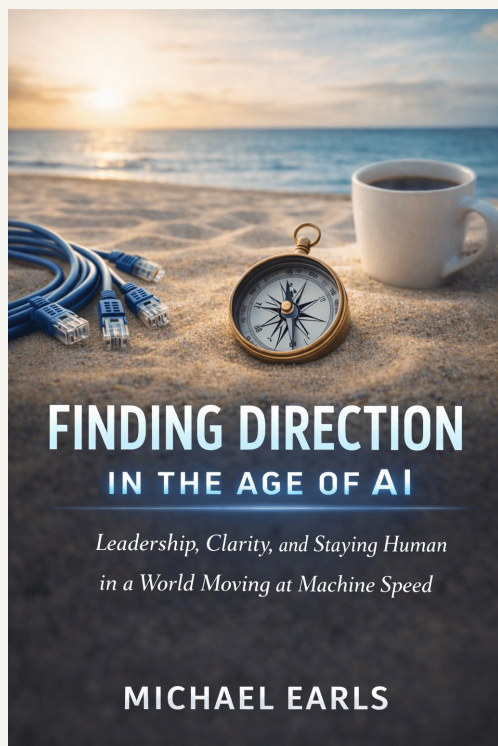


The real challenge of the AI era isn't keeping up with speed. It's remembering where we're trying to go.

MICHAEL EARLS

Books by Michael Earls

Two short books. One steady premise: clarity is the leader's edge.



BOOK ONE · AVAILABLE NOW

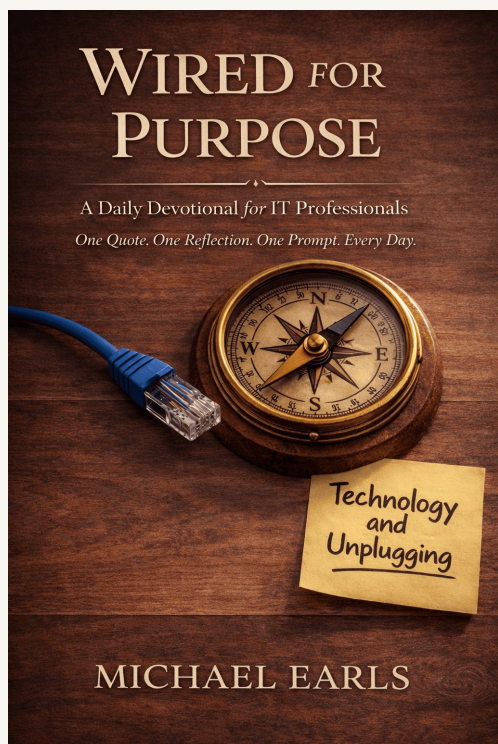
Finding Direction in the Age of AI

Leadership, Clarity, and Staying Human in a World Moving at Machine Speed

What if the real challenge of the AI era isn't speed — but direction?

Every leader feels the pressure to move faster, adopt more, and announce something — anything — about AI. But while teams race to ship pilots and copy competitors, most organizations are drifting further from the questions that actually matter.

Drawing on three decades of cloud and AI experience across Fortune 500 enterprises and federal agencies, Michael Earls offers a clear-eyed framework for cutting through hype, aligning AI to purpose, and rebuilding the human core of work — the book leaders hand to their teams when they're ready to set a real course.



BOOK TWO · A DAILY DEVOTIONAL

Wired for Purpose

A Daily Devotional for IT Professionals

One quote. One reflection. One prompt. Every day.

Wired for Purpose is a calm, two-minute daily companion for the people who keep the systems running. Each entry pairs a thoughtfully chosen quote with a short reflection and a single prompt — a question to carry into your day.

Built for engineers, architects, and technology leaders who want to stay sharp without burning out, it's a book to keep on the desk, not on the shelf — a steady reminder that purpose is what turns a job into a craft.

Speaking Topics

Keynote and workshop topics for leaders, technologists, and conferences.

01

Finding Direction in the Age of AI

A signature keynote on why AI strategy keeps stalling — and the framework leaders can use to align AI initiatives with real business purpose. Built for executive audiences, with stories from the field.

02

Why AI Initiatives Stall — and How to Fix Them

An honest, tactical session on the pattern behind the 70%+ of AI projects that never ship. Diagnosing the gaps in data, ownership, and clarity — and the small moves that get teams moving again.

03

From Cloud to AI: What Leaders Are Missing

Lessons from a decade of cloud transformation that most organizations are about to repeat with AI. The hidden cost of skipping foundations, and how to stage a modernization roadmap that actually compounds.

04

The Human Element in a Digital World

A talk for any audience working through change fatigue. How to lead people — not just platforms — through accelerating transformation, and why empathy is the new technical skill.

05

Clarity Over Speed

A short, sharp keynote on the executive cost of motion without direction. Practical habits for slowing down the right things so the rest of the organization can move faster, with confidence.

Suggested Questions

Conversation starters for podcasts, panels, and feature interviews.

01 | What's the single biggest misunderstanding leaders have about AI right now?

02 | Why do most AI initiatives stall — and what does the path to shipping actually look like?

03 | You write that the real challenge of the AI era is direction, not speed. What does that mean for a CEO under pressure to move fast?

04 | What lessons from the last decade of cloud transformation are organizations about to repeat with AI?

05 | How do you keep people grounded — and not burned out — through this much change at once?

06 | What does 'staying human' actually look like inside a high-performing technology team?

07 | If you could give every IT professional one daily habit, what would it be — and why did you build a whole book around it?

08 | How should boards and executive teams be measuring AI progress over the next 12 months?

09 | What advice would you give the version of yourself who was just starting out in technology?

10 | Where do you think the AI conversation will be five years from now — and what should leaders be quietly preparing for today?

Let's talk.

Booking, press, podcasts, and speaking inquiries.

Michael Earls

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“Clarity, calm leadership, and staying human in a world moving at machine speed.”

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