PRESS · MEDIA · SPEAKING

PRESS KIT

Michael Earls

AUTHOR · SPEAKER · CLOUD & AI LEADER

AUTHOR OF

Finding Direction in the Age of AI
Wired for Purpose
The Digital Compass

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

ABOUT

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 more than 20 years 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 transformations as a senior leader at Applied Information Sciences and Microsoft.



He is the author of three books. *Finding Direction in the Age of AI* gives leaders a practical framework for cutting through hype and reconnecting strategy to purpose. *Wired for Purpose* offers IT professionals a daily devotional rhythm — one quote, one reflection, one prompt. *The Digital Compass: Finding Direction When Everything Moves Too Fast*, released in June 2026, is a practical instrument built around four directions — North, East, South, and West. Together, the three books form what Michael calls "the map, the practice, and the compass."

In 2026, Tim Hughes, co-founder and CEO of DLA ignite, named *Finding Direction in the Age of AI* to his Executive Bookshelf and featured *The Digital Compass* in his Executive Leadership Playbook.

Michael lives with his family and divides his time between writing, advising, and the occasional sailing trip — usually with a notebook close by.

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

PRESS COVERAGE

Featured In

Michael's books have been recognized on executive reading lists, and his book news has been syndicated across a national and international news network.

EXECUTIVE READING LISTS

The Executive Leadership Playbook · Tim Hughes, DLA ignite · October 2026 · *The Digital Compass*

The Executive Bookshelf · Tim Hughes, DLA ignite · September 2026 · *Finding Direction in the Age of AI*

"The refreshing, deeply human wake-up call that today's tech-saturated corporate world desperately needs."

NATIONAL WIRE

AP News

USA TODAY NETWORK NEWSPAPERS · 30

The Cincinnati Enquirer · The Detroit Free Press · IndyStar
The Tennessean · Milwaukee Journal Sentinel · The Columbus Dispatch
The Courier-Journal (Louisville) · The Commercial Appeal (Memphis)
Delaware Online · Florida Today · The Bergen Record
Asbury Park Press · The Clarion-Ledger · The Coloradoan
Poughkeepsie Journal · The Burlington Free Press · Lohud
Lansing State Journal · Akron Beacon-Journal
plus 12 additional regional papers

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KRON San Francisco · KTVI St. Louis · KDVR Denver
KIAH Houston · WKRN Nashville · WFLA Tampa
plus 100+ additional CBS, NBC, ABC, and FOX affiliates

TOTAL DISTRIBUTION FOOTPRINT

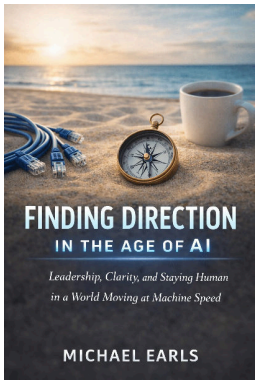
828 outlets reached by a single release

September 2026 release · Distributed via EIN Presswire

BOOKS

Books by Michael Earls

Three books. One through line: clarity is the leader's edge.



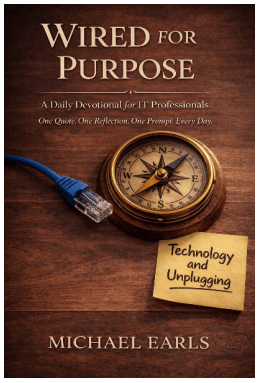
BOOK ONE · AVAILABLE NOW

Finding Direction in the Age of AI

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

A leadership guide for cutting through AI hype and aligning strategy to purpose. The book leaders hand to their teams when they're ready to set a real course.

Named to Tim Hughes' Executive Bookshelf, September 2026.

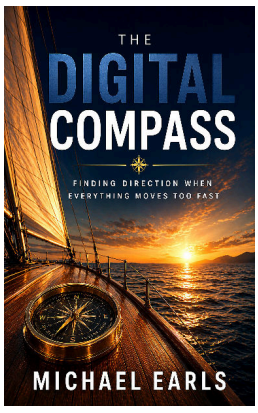


BOOK TWO · A DAILY DEVOTIONAL

Wired for Purpose

A Daily Devotional for IT Professionals

One quote. One reflection. One prompt. Every day. A calm, two-minute daily companion for engineers, architects, and technology leaders — a book to keep on the desk, not on the shelf.



BOOK THREE · JUNE 2026

The Digital Compass

Finding Direction When Everything Moves Too Fast

A practical instrument for finding direction in the noisy middle of a real working day. Built around four directions — North, East, South, West — anchored in lived moments from over two decades in cloud, AI, and digital transformation.

Featured in Tim Hughes' Executive Leadership Playbook, October 2026.

CONVERSATIONS

Recent Conversations

Podcasts, live shows, and interviews. Replays at michaelearls.com/conversations.

01 **Walk In Victory with NaRon Tillman · November 2026**

How to Stay Present in an AI-Driven World. Information overload, mentorship, and a two-minute practice for choosing direction.

02 **TimTalk with Tim Hughes, DLA ignite · October 2026**

Finding Direction When Everything Moves Too Fast. The four-point Digital Compass and why AI adoption is a navigation problem.

03 **Healthy Mind, Healthy Life with Avik Chakraborty · October 2026**

Digital Burnout and AI: Finding Direction. Direction versus speed, and staying human when change outruns us.

04 **Author's Corner with Kate Delaney · August 2026**

How to Be Human Again in a Digital World. AI, leadership, and The Digital Compass.

05 **Humor in the C-Suite with Kate Davis · July 2026**

Know the Room, Own the Room. Humor as a leadership tool and empathy as AI's uncrossable line.

06 **TimTalk with Tim Hughes, DLA ignite · July 2026**

Direction Over Speed: How to Stay Human in the Age of AI.

07 **KAJ Business & Money LIVE with Ajay Khudania · June 2026**

AI Pilots Fail Because Leaders Optimize Wrong.

> *"Speed, noise, and leadership sit at the center of this thoughtful review on clarity in the age of AI."*
>
> — HARPER QUINN

> *"A timely and thoughtful read on leadership, clarity, and purpose in a rapidly changing world."*
>
> — NOMA READS

SPEAKING

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 The Digital Compass — Four Directions for Fast-Moving Teams

The signature framework from Michael's newest book. North, East, South, West — four practical directions leaders can use to check whether their team is still pointed where they said they wanted to go.

06 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.

07 Six Initiatives, No North (Workshop)

A 60-minute working session, not a keynote. Tables work through a fictional insurer running six AI initiatives that can't name the business decision any of them improves, then decide what the CIO takes to the board. Members leave with a two-question test for their own portfolio. Built for IT associations and leadership offsites, 15 to 60 people.

INTERVIEW

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 The Digital Compass is built around four directions — North, East, South, West. Which one do most leaders get wrong first?

08 You've written three books now on direction and clarity. What have you learned across them that you didn't see when you started writing?

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?

CONTACT

Let's talk.

Booking, press, podcasts, and speaking inquiries.

Michael Earls

Author · Speaker · Cloud & AI Leader

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AMAZON	https://www.amazon.com/stores/Michael-Earls/author/B0GRNN6ZXF

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