

JOHN 'LEX' ROBINSON

Leadership Strategist | Best Selling Author | Speaker

CONTACT

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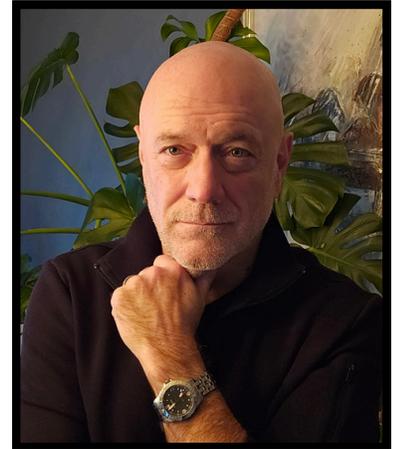
www.thevirosgroup.com/speaking

HUMAN LEADERSHIP WHEN IT ACTUALLY MATTERS

Amazon International Best-Selling Author John "Lex" Robinson helps leaders cut through illusions of authority and build human-centered influence in a world of accelerating technology and eroding trust.

Drawing on experience as a military veteran, tech leader, and executive coach, he guides leaders beyond charisma and credentials toward leadership that holds under pressure — rooted in transparency, creativity, and connection.

Through frameworks like the X2OS™ Leadership Operating System and No More CAPES, audiences leave with clarity, courage, and practical strategies they can apply immediately.



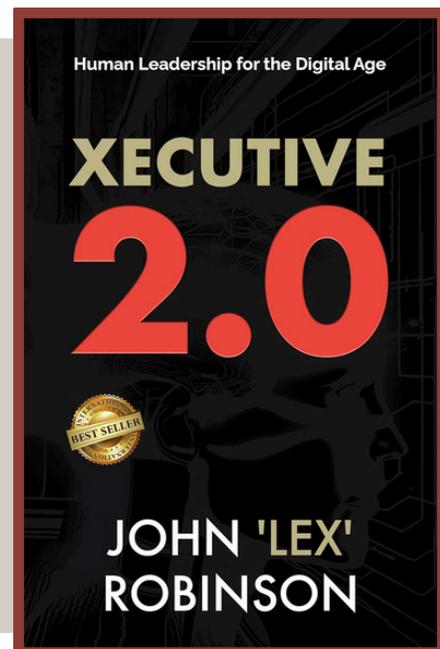
SPEAKER TOPICS

No More CAPES: Why authority built on appearance fails and how leaders earn trust when pressure is real.

X2OS™ — Your Leadership Operating System: The internal system leaders use to stay clear, decisive, and accountable when pressure distorts reality.

Human-Centered Leadership in a Synthetic World: How leaders preserve human judgment and accountability as technology becomes more capable.

Unlocking Innovation with the Flow Design Matrix™: A practical method for identifying and removing friction so clarity and execution can return.



ENGAGE LEX FOR YOUR NEXT EVENT

Lex works with executive teams, conferences, and organizations navigating complexity, change, and sustained pressure. Each engagement is shaped to the audience and context — focused on clarity, judgment, and leadership that holds when conditions are real.

Programs typically begin at \$10K and are customized for keynotes, executive sessions, workshops, or extended engagements.

“Leadership isn’t about having the right answers. It’s about having the clarity to decide when the pressure is real.”

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