Name: Doug Van Dyke, BBA, MBA, CSP
Company: CEO, Leadership Simplified

Bio: Short Version (Agenda / App / Social)
Doug Van Dyke, BBA, MBA, CSP is CEO of Leadership Simplified, an executive coach, author, and leadership development expert. With over 30 years of experience, Doug has worked with organizations ranging from Fortune 500 companies to small businesses, helping leaders improve communication, drive results, and lead with confidence. He is the author of Leadership Simplified, has published more than 160 articles, and is one of only 1,500 Certified Speaking Professionals worldwide.

Bio: Full Version (Website / Program Guide)
Doug Van Dyke is CEO of Leadership Simplified and a nationally recognized executive coach, leadership development expert, strategic planner, and author. With more than 30 years of experience, Doug has helped professionals and leadership teams lead with greater confidence, communicate more effectively, embrace change, increase sales, and bring more energy and enjoyment to their work.
Doug is the author of Leadership Simplified: The Field Guide for Savvy Leaders and has published more than 160 articles on leadership, sales, and organizational performance. He has appeared on numerous radio and television business programs, including CBS Morning News and ABC Nightly News.
One of only approximately 1,500 professionals worldwide to hold the Certified Speaking Professional (CSP) designation, Doug is known for delivering practical, engaging, and immediately applicable content. His extensive client list includes Amazon, Johnson & Johnson, American Express, Lockheed Martin, PepsiCo, Accrasure, Allstate, CVS, HCA Healthcare,Humana, Kaiser Permanente, NASCAR, Union Pacific Railroad, the University of South Florida,and hundreds of small and mid-sized organizations.

Doug holds a BBA in Finance from Stetson University and an MBA from the University of North Florida.

Session: "The Trusted AI Advantage: Practical AI for Benefits & Medicare Sales Leaders"

Program description
Artificial Intelligence is reshaping how prospects research, how clients make decisions, and how teams execute day-to-day work. For benefits and Medicare sales leaders, the opportunity is real—but so are the risks. This keynote delivers a practical, confidence-building approach to using AI to move faster, communicate more clearly, and elevate client experience without compromising trust, privacy, or compliance. You'll learn what AI is good at (and what it gets wrong), where it fits in the sales workflow, and how to apply simple guardrails that protect your clients and your reputation. Through real-world use cases—call planning, objection handling, follow-up messaging, and content drafting—you'll leave with a repeatable framework to turn AI into a reliable advantage in your role and across your organization.

Learning objectives

Participants will be able to:

- Explain, in plain language, what generative AI does well—and where it can fail in sales and service contexts.
- Apply practical guardrails to protect privacy, maintain accuracy, and reduce compliance risk when using AI tools.
- Use a repeatable workflow to create better call plans, client follow-ups, and objection responses with AI support.
- Evaluate AI outputs with fast verification techniques before sharing with clients or teams.
- Identify 3–5 high-impact, low-risk AI use cases they can implement within the next 7 days.