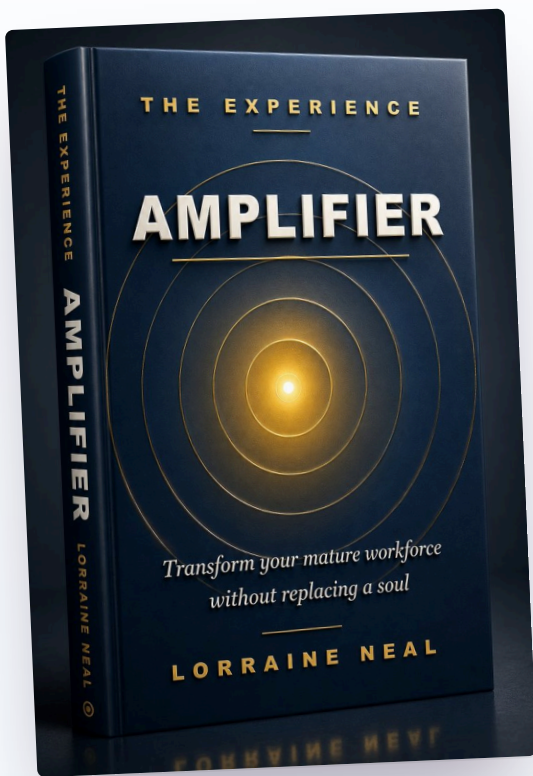


— PRESS & MEDIA KIT —

EVERSTRONG × LORRAINE NEAL.



A NEW BOOK BY LORRAINE NEAL

The *Experience* Amplifier

Transform your mature workforce — without replacing a soul.

Press & media kit

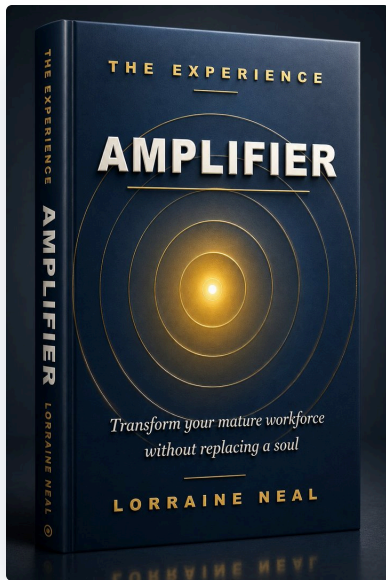
EVERSTRONGLEADERSHIP.COM

Speaker · Strategist · Author

"Your experience is your superpower."

01 AT A GLANCE

The book, in *thirty seconds*.



TITLE

The *Experience Amplifier*

SUBTITLE

Transform your mature workforce — without replacing a soul.

AUTHOR

Lorraine Neal · MSc, SPHR, SHRM-SCP

FORMAT · AVAILABILITY

Kindle eBook · Available now on Amazon

BUY

amazon.com/dp/B0GCNXWFDB

GENRE · AUDIENCE

Business · Leadership · Human Resources

Written for CHROs, senior HR leaders, and executive teams



Lorraine Neal · Director of People & Culture, ATPCO

20+ years across aviation technology, healthcare, manufacturing, energy, and research.

Founder, Everstrong Leadership · Three-time published author · PhD Candidate.

02 THE BOOK

A field guide for the *AI era* — written for everyone the AI era was supposed to leave behind.

For 45 years, GlobalTech Solutions had been the company everyone trusted to handle the work no one else could. Then DataDisrupt — a company younger than some of their core systems — landed Coca-Cola, their oldest client. The board wanted a transformation plan in eighteen months.

Two paths were on the table. The conventional one: cut 40% of the workforce, hire AI specialists, rebuild from scratch. **The other one:** amplify the experience already in the building.

The Experience Amplifier tells the story of how that second path actually worked — and gives every HR and executive leader the playbook to choose it themselves.

THE ARGUMENT

In a world where technology is commoditized, *human expertise is the only sustainable differentiator*. AI can be copied. Experience cannot. The companies that win the next decade won't be the ones who replaced their mature workforce — they'll be the ones who amplified it.

What you'll learn

- 01 The Amplifier Framework** — a systematic methodology for transforming an experienced workforce for the AI age.
- 02 How to make the business case for amplification** — and why the cost-benefit math beats "rip and replace."
- 03 How to address fear directly** — the real barrier to transformation, and why age and tenure aren't the obstacles they're blamed for being.
- 04 How culture changes through action** — not declaration, motivational posters, or new value statements.
- 05 Why "Experience + AI > AI Alone"** isn't a slogan — it's a measurable, repeatable competitive advantage.

03 ABOUT THE AUTHOR



Lorraine Neal

People & Culture strategist · Author · Speaker

Lorraine Neal is the founder of Everstrong Leadership and a working practitioner — currently Director of People & Culture at ATPCO, where she leads global teams across the U.S., U.K., Singapore, and Canada.

Across two decades in aviation technology, healthcare, research, manufacturing, and energy, Lorraine has sat in the rooms where culture is decided — and where it quietly unravels. Her work translates that practitioner experience into language, frameworks, and tools senior leaders can actually use.

The Experience Amplifier is her third book.

EDUCATION

MSc · *PhD Candidate*

CERTIFICATIONS

SPHR · SHRM-SCP

EXPERIENCE

20+ years · 5 industries

BOOKS IN PRINT

Three published works

INDUSTRIES

Aviation tech, healthcare, manufacturing, energy, research

BASED IN

Aylett, Virginia · USA

SIGNATURE PHILOSOPHY

*"Your experience **is** your superpower. The best HR leaders aren't the ones with the longest CVs — they're the ones who know how to convert experience into clarity, for themselves and for everyone they lead."*

04 PRESS & SPEAKING

For event organizers, *speakers bureaus*, and members of the press.

Lorraine delivers keynotes, executive workshops, and intensives for HR conferences, leadership summits, and CHRO roundtables. Every talk is grounded in real practitioner experience — not borrowed frameworks. Audiences leave with language they can use Monday morning. Bookings 2026 open.

Three signature talks

01 Your Experience *is* Your Superpower

How HR leaders translate two decades of pattern recognition into AI-era influence — and stop apologizing for the time it took to learn it.

KEYNOTE · 60-75 MIN · HR AUDIENCES

02 The CHRO as *AI Thought Partner*

A practical playbook for becoming the executive your CEO turns to first when AI changes the operating model — without becoming a technologist.

WORKSHOP · HALF-DAY · CHROS & SENIOR HR

03 Vibe Working: *Fluency at Scale*

How to design and roll out an enterprise AI fluency program that actually changes how teams work — drawn from live, in-progress practitioner work.

CASE STUDY · 60 MIN · L&D / PEOPLE OPS

SPEAKING INQUIRIES

speaking@everstrongleadership.com

PRESS & MEDIA

lorraine@everstrongleadership.com

DIRECT CONTACT

lorraine@everstrongleadership.com

WEB

everstrongleadership.com

— Get the book · Stay connected —

Put your *experience* to work.

The book is available now on Amazon Kindle. The work continues at everstrongleadership.com.

Get The Experience Amplifier on Amazon →

amazon.com/dp/B0GCNXWFDB

WEB

everstrongleadership.com

SPEAKING

speaking@everstrongleadership.com

DIRECT

lorraine@everstrongleadership.com

LINKEDIN

[/in/lorraine-neal](https://www.linkedin.com/in/lorraine-neal)

© 2026 Everstrong Leadership · Aylett, Virginia · Made with intention.