

When The Buffalo Turns: Risk Mindset Keynote



Transforming how leaders see, interpret, and act on risk

Duration: 45–60 minutes

Why This Matters Now

Risk isn't slowing down. It's multiplying – through regulatory pressure, rapid innovation, and the velocity of change in client environments.

Yet in most organizations, risk is still treated as something to avoid or push onto a framework. The result - Teams freeze, defer, or act too late.

The truth is: **every role carries risk. Every decision is a moment of exposure.**

And when the unexpected hits, no dashboard or policy will save you.

Only culture will.

What the Audience Will Take Away

A new lens on risk – seeing it not as something to avoid, but as the terrain of progress.



Confidence that every role matters – practical ways to empower individuals to own the risks they carry.

A culture-first mindset – clarity on why culture always outperforms playbooks when pressure hits.



Three risk mindsets – expertise, vigilance, and decisiveness, with stories and examples to bring them to life.

Simple, memorable tools – metaphors and frameworks that leaders can use immediately with their teams.



Key Themes & Flow



1. The Story – An unforgettable wildlife encounter sets the metaphor.



2. Universal Truths – Risk is terrain, every role carries risk, culture reaches beyond playbooks.



3. The Mindsets – Expertise, Vigilance, Decisiveness: three anchors for strong risk culture.



4. The Framework – How these mindsets intersect to create the Risk Leader.



5. A challenge – *When the buffalo turns, what culture will your people act from?*

James Linnett

Speaker • Executive Advisor • Transformation Leader



James Linnett advises C-suite leaders and transforms leadership cultures in high-stakes environments – from Wall Street boardrooms to the African bush.

With over 30 years' experience guiding global financial institutions through high-stakes change, James has led organizations of up to 15,000 people and multi-billion-dollar portfolios at Citi, Bank of America, and JP Morgan. He is recognized for shaping leadership cultures and driving enterprise-wide transformation in some of the world's most complex, regulated environments.

As founder of Edgeless Strategies LLC, James provides executive advisory services to senior leadership teams, helping them navigate governance, cultural change, and strategic transformation. His work blends board-level problem-solving with practical tools for embedding resilience and agility across the organization.

Born in England and raised in Botswana and South Africa, James combines his African bush heritage with corporate expertise to deliver Tracking Success – a leadership framework inspired by the mindset of expert wildlife trackers. Each year, he leads groups into the bush to track for real, bringing back vivid lessons on awareness, informed judgment, and decisive action under pressure.

A champion of Tracker Academy, James bridges two worlds – the boardroom and the wild – helping leaders thrive in uncertainty and build cultures ready for change.

Highlights:

- Founder of **Edgeless Strategies LLC**, advising C-suite leaders on governance, culture, and transformation.
- Senior leadership roles at Citi, Bank of America, and JP Morgan.
- Keynote speaker for leadership teams in global financial services, technology, and professional services.
- Advocate and benefactor for conservation and cultural heritage through **Tracker Academy**.

Audiences Served:

Recent leadership sessions delivered for:

- Senior leadership team at a top 10 global hedge fund.
- Executive technology leadership of a major North American bank.
- Fundraising leadership team of a global non-profit organization.



With renowned Master Tracker Renias Mhlango during a leadership expedition in Greater Kruger - bringing first-hand tracking expertise into the heart of the Tracking Success framework.