

2026 **NADASHOW**

**LAS VEGAS**  
FEBRUARY 3-6



# Tech & Trust:

Leading with Emotional Intelligence in the  
A.I. Age

Sam Cox



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# What You Will Learn

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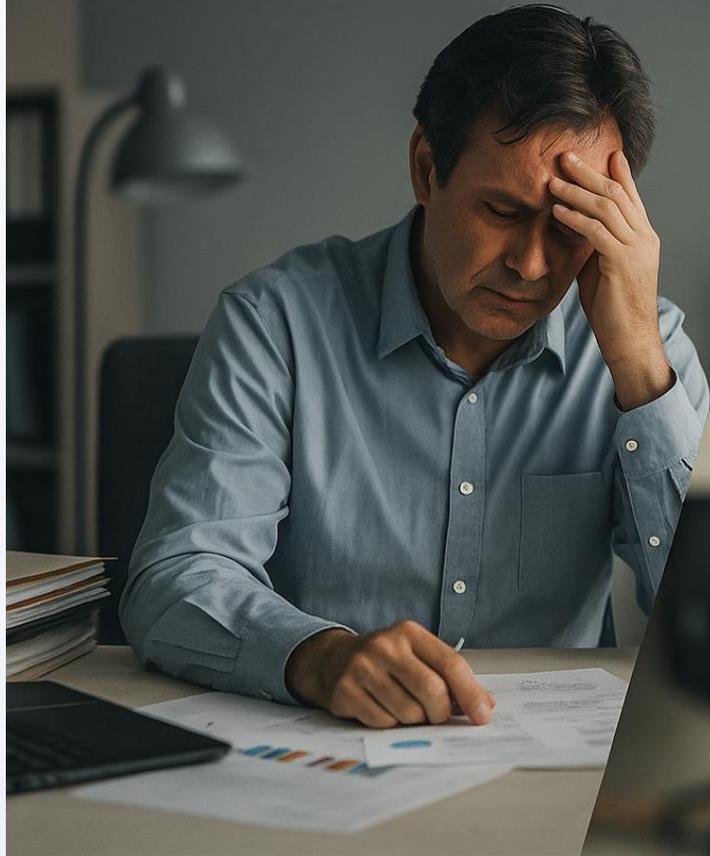


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# The Leadership Gap

**BABYSITTER**



**BUILDER**



# Why This Session Matters

- It is not necessary to prioritize either technology or trust exclusively.
- Effective leadership requires a combination of both: efficient tools and emotional intelligence



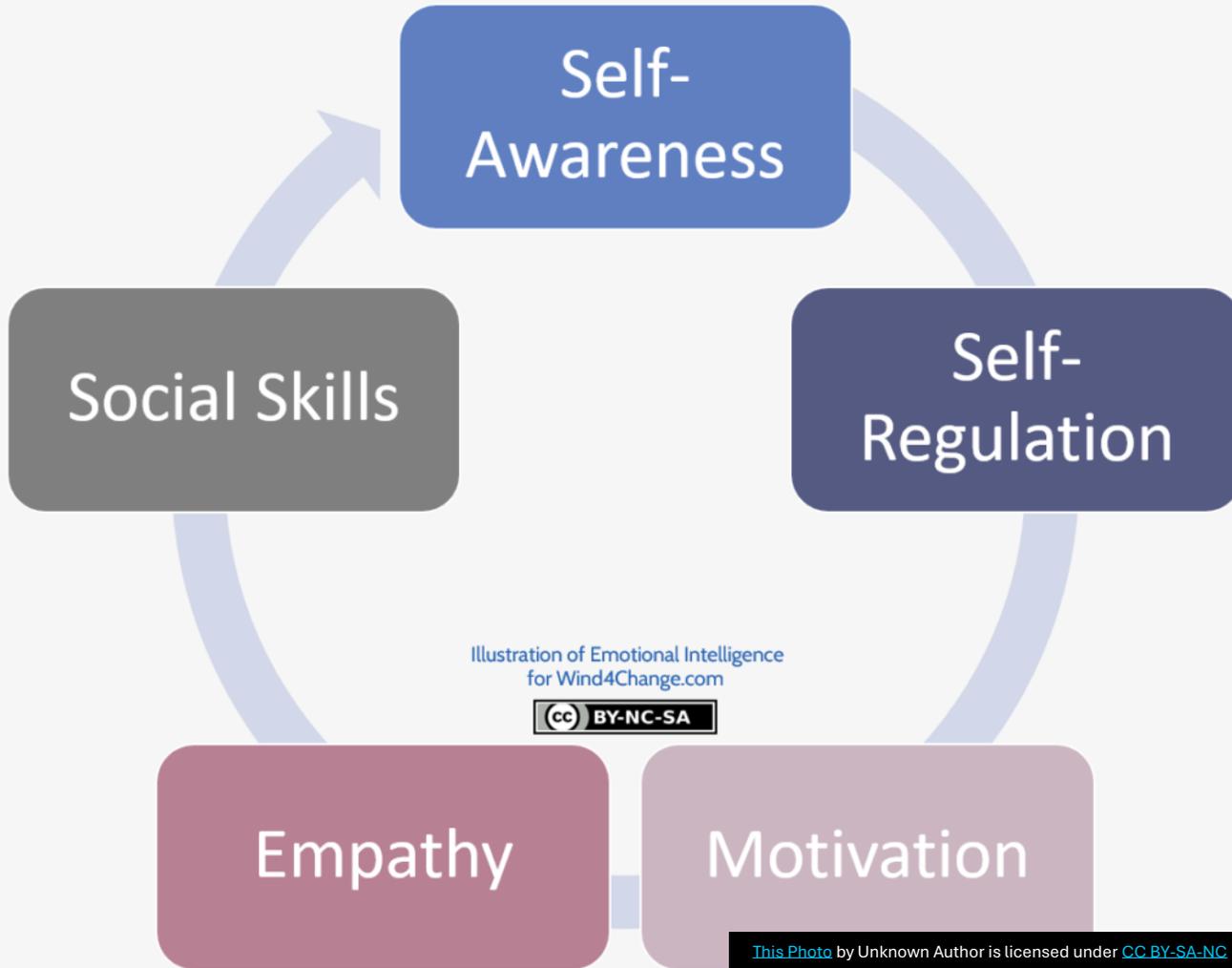
# The Moment That Changed Me

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- 'I just don't feel like any of this matters anymore.'
- Realized leadership had become about numbers, not people.



Daniel Goleman's EQ Model:



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## EQ- The Foundation of Leadership

- Ask
- Recognize
- Celebrate
- Support

# Case Study: EQ in Action

Accountability With Heart

P – Production

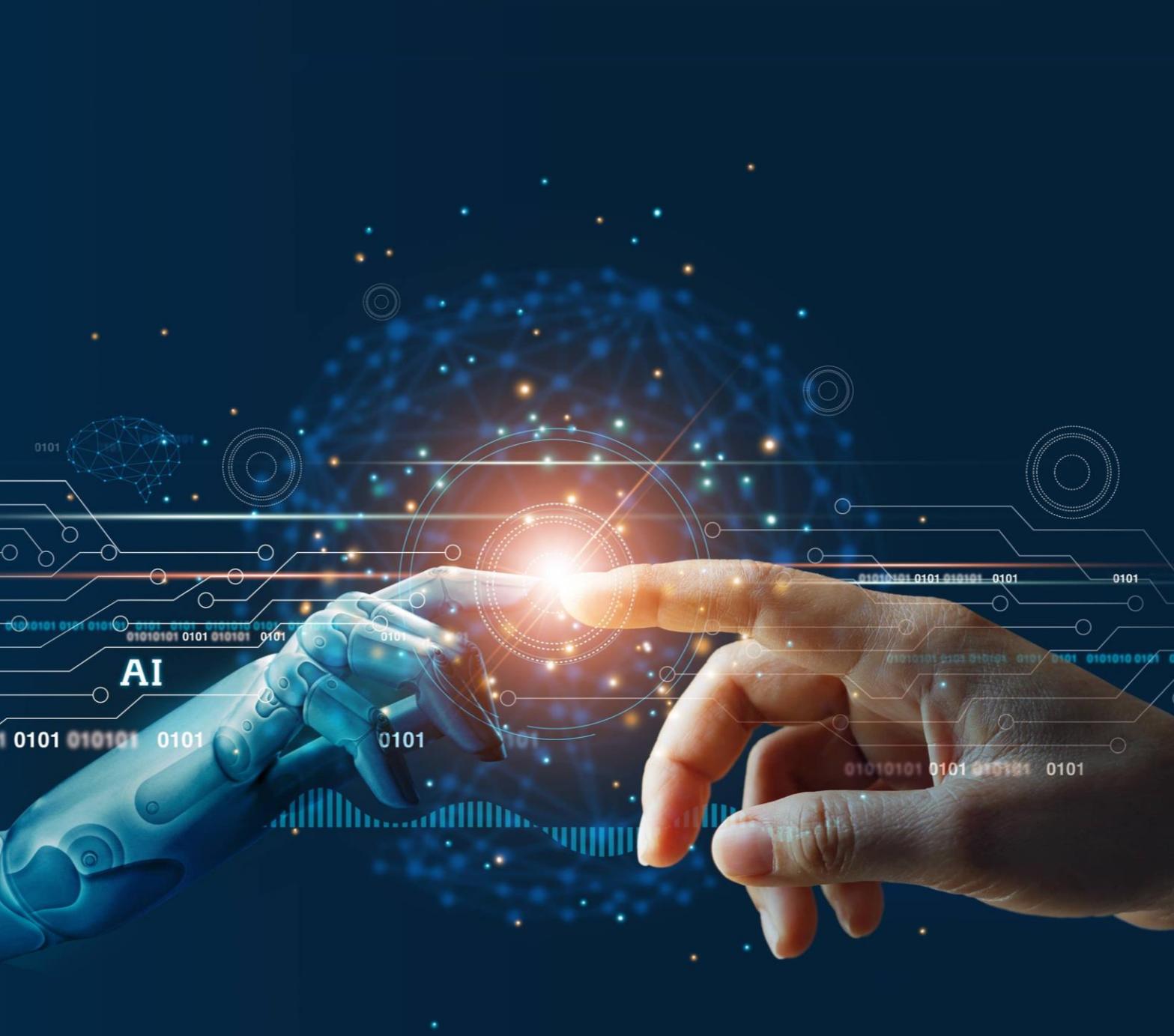
A – Activity

C – Confidence

E – Empathy



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# AI -- The Modern Leadership Assistant

- Saves time on repetitive tasks
- ChatGPT
- Read.ai/ Otter.ai
- 🚀 Tech is the tool — you're still the leader.

# Technology + Trust Framework

- Monday: Goals & Forecast Alignment
- Wednesday: Midweek Pulse Checks
- Friday: 1-on-1s & Debriefs Daily



# WIN THE DAY SYSTEM

✓ Time block leadership moments

✓ Use AI to simplify admin work

✓ Lead with clarity, consistency, and care



# Monday Morning Plan

- ✓ Implement EQ-focused 1:1s
- ✓ Use AI tools to enhance—not replace—your leadership
- ✓ Follow a daily rhythm built for your store.

**QUESTIONS?**

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