



John Patterson

Co-Founder & CEO, Influential U® · Co-Architect, Transactional Intelligence® · Executive Educator

Author, *HIGH TQ: Why It Matters More Than Expertise* · The TQ Series · August 2026

ABOUT JOHN PATTERSON

John Patterson is Co-Founder and CEO of Influential U® and co-author of *HIGH TQ: Why It Matters More Than Expertise* — the book introducing Transactional Intelligence® (TQ) as the third intelligence, alongside IQ and EQ. His career has been defined by a single preoccupation: what conditions produce high performance, and how do you build them deliberately.

He designed enterprise curriculum for a \$5 billion organization of 40,000 people, then spent more than two decades as a master trainer and regional director leading leadership and performance programs for tens of thousands across multiple countries. Since 2009, he has built and run the full delivery infrastructure of Influential U®, taking the work to corporate stages and executive boardrooms in more than twenty countries.

ENDORSEMENTS

“Transactional Intelligence® names a third intelligence — the ability to conduct human exchanges that produce ethical outcomes. Practical, teachable, and long overdue.”

Dr. Marshall Goldsmith · Thinkers50 #1 Executive Coach · NYT Bestselling Author, *What Got You Here Won't Get You There*

“High TQ names that hidden layer between engagement and actualization, giving readers the framework to finally see what's been invisible. A must read for anyone serious about leading with both authenticity and effect.”

Sanyin Siang · CEO Advisor · Duke University Professor · Thinkers50 Honoree

“Once you can see the structure underneath your exchanges, everything about how you lead changes. This book is the missing piece I didn't know I was looking for.”

Chester Elton · NYT Bestselling Author, *The Carrot Principle* · Author, *Leading with Gratitude*

“It is the missing link in how we understand leadership, success, and power — recognizing how the structure of our exchanges shapes our ability to influence events and create positive outcomes. Once we see that, we can act with precision and power.”

Sally Helgesen · Author, *How Women Rise and Rising Together* · Thinkers50 Hall of Fame

SIGNATURE TALKS · KEYNOTE · HALF-DAY WORKSHOP · FULL-DAY INTENSIVE

01 The Intelligence AI Can't Replicate

Why the Exchange Layer Becomes Exponentially More Valuable as AI Handles Everything Else

As AI takes over the cognitive layer, the exchange layer — where every commitment, agreement, and outcome is actually produced — becomes the defining human competency. This session names it, makes it visible, and gives leaders the tools to navigate it deliberately.

02 We've Been Calling It the Wrong Thing

The Category Error Behind Your Most Damaging Leadership Diagnosis

Every organization has condemned “transactional” behavior without realizing they've pathologized the category instead of the execution. This session corrects the diagnosis — and shows what skilled transacting actually looks like.

03 You're Not Stuck. You're Looping.

Why the Same Conversations Keep Producing the Same Outcomes

Every personality type has a predictable departure point that loops back to the same breakdown. Leaders who can see the loop they're in — and the loop their team is running — can interrupt it before it costs them their best people.

AVAILABLE FORMATS

Keynote	45–60 min
Half-Day Workshop	3–4 hours
Full-Day Intensive	6–8 hours
Virtual Keynote	Available

Fees and availability upon inquiry.

CONTACT

EMAIL

press@influentialu.global

WEB

influentialu.global · tqbooks.com

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Transactional Intelligence®

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