

SANJOG AUL

Pronunciation: SUN-jogue AWL



| Clarity when it matters.

 **Top-10 Must-Listen-To Podcast for CIOs**
Ranked by Ziff Davis CIO Insights

 **1,000+ Global Leaders Interviewed**
Includes US White House CIO, UN, WHO, Google, NASA

 **500+ Panels Moderated Worldwide**
Clarity for executive audiences globally

CEO & Founder, AVVAL (22 years) • Founder, CIO Talk Network (23 years)
Founder, CTN AON (thought leadership advisory for IT vendors)

Sanjog Aul

🔊 Pronunciation: SUN-jogue OWL



🕒 34 years in enterprise technology.

Deep operational foundation since 1992.

🏢 CEO & Founder, AVVAL.

Built IT consulting firm for 22 years serving Fortune 500 clients (Dell, United Airlines, Case New Holland). Outsourced software development, executive search, IT staff augmentation, IT Workforce Transformation.

🎤 Founder, CIO Talk Network.

Global leadership intelligence platform. Founded 2003. Podcasts, videos, blogs, roundtables. 110+ countries. Featured: US White House CIO, UN, WHO, NASA, Google.

💡 Founder, CTN AON.

Thought leadership advisory for IT vendors. Marketing and GTM strategies. Always-on advisory.

👥 500+ Moderated Panels Globally.

1,000+ executive conversations. Expert discussion design and facilitation that moves beyond scripts to real dialogue.

📖 Author, *The Tricycle Way*.

Leadership framework from 34 years lived experience. Helps leaders balance pressure with clarity.

PLATFORM RECOGNITION

CIO Talk Network

Ranked by Ziff Davis CIO Insights

Independent Third-Party Ranking

FEATURED GUESTS

- US White House CIO
- United Nations
- WHO
- NASA
- Google

📍 Based in Bolingbrook, IL
(Chicago metro)

🏆 Recognized for integrity & depth.

Session Overview & Proven Results

These sessions create space for leaders to examine what drives their decisions.

Format Options & Fit

**45 MIN
KEYNOTE**

Conference Keynote

High-energy "spark." One-way delivery with Q&A. Sets the tone for decision-making themes. Perfect for opening or closing.

**60 MIN
BREAKOUT**

Interactive Session

The "work." Dialogue-driven exercises. Participants identify personal patterns. Live "hot seat" coaching on real scenarios.

**75 MIN
RETREAT**

Executive Deep Dive

The "transformation." Specific application to current organizational challenges. Leadership teams work through a live decision knot.

LOGISTICS & REQUIREMENTS

Audience: Ideal 25–200 (Scalable for larger)

Setup: Rounds preferred for interactive engagement. Theater/Classroom acceptable for larger groups (100+).

What Attendees Leave With



You'll recognize yourself

Patterns from 34 years working with leaders. It feels familiar because it's real.



You'll leave with clarity

Not motivation. Clarity. You'll know why the pressure feels heavy and how to shift it.



You'll have tools

Simple frameworks for pressure moments. Ways to make decisions when urgency is high.



You'll connect with peers

Shared experience builds trust. You realize you are not the only one feeling this.

"Leaders leave with clearer understanding why certain decisions feel heavier."

Who This Is For

SIZE
25-200 Participants

LEVEL
C-suite, VP, Sr. Directors

i Select the audience profile that matches your event. These are separate engagement types, not mixed audiences.

Technology Executives

- CIOs, CTOs & Chief Data Officers
- Chief AI/ML & Innovation Officers
- CISOs & VPs of Engineering

WHY THEY ATTEND

Navigate pressure. Deliver results. Maintain trust and vision.

Strategic Partners

- CMOs & Marketing Leaders
- CPOs & Sales Leaders (OEMs, ISVs, SaaS)
- Practice & BU Leaders (Consulting Firms, SIs)
- Alliance, Channel & Industry Heads

WHY THEY ATTEND

Navigate long sales cycles. Build credibility that matters.

23 YEARS LISTENING TO BUYERS

The pressure behind every executive decision.

"Both sides of the table = no BS, just clarity."

22 YEARS AS A SELLER

Long sales cycles. Building trust.

NOT IDEAL FOR: Early-stage founders (<\$1M revenue), individual contributors, or audiences seeking tactical tool training.

Building to Impact a Billion

/ You started to create change. Real change. But somewhere along the way, quarterly revenue started making the decisions. Not you.

BILLION-PERSON CLARITY • IMPACT VS REVENUE • WHAT YOU TRADE FOR GROWTH

LIVED EXPERIENCE: WHY SANJOG?


Sanjog runs multiple platforms built to impact a **billion people**. All of it runs from one written document. The *Impact Billion Canvas*. Who to hire. What to build. Which partnership to take. One question: **"Does this move us closer to a billion people? Or just quarterly revenue?"**

WHO THIS IS FOR


Technology founders, platform builders, and leaders who refuse to let quarterly pressure hijack what they started to create.

“ For leaders who need to scale their impact without losing their soul.

SESSION LOGISTICS

 **FORMAT OPTIONS**
45 min Keynote • 60 min Breakout • 75 min Retreat

 **AUDIENCE SIZE**
Ideal 50–500 (Keynote or Workshop)

 **INCLUDES**
Impact vs Revenue Decision Filter • Vision Alignment Check

Building to Impact a Billion

Write down what you will not trade. Not a mission statement. A decision filter.

IT EXPLORES

- > Growth vs. Impact. Know which one runs your decisions.
- > Three questions separate impact from chasing quarterly numbers.
- > Write the document. It becomes the operating system when pressure enters the room.
- > Real impact? 75% of revenue comes from renewals and referrals.

DECISIONS IN ACTION

- ✘ The partnership brings money but pulls the team wrong.
- ✘ The hire looks perfect on paper. No belief in the work.
- ✘ Features that drive numbers but kill the mission.

"Building to impact a billion? Every small yes either protects that or breaks it."

WHAT BECOMES CLEARER

- ✓ Spot the decision moving you away from impact.
- ✓ A simple filter. Write it down. Use it for trade-offs.
- ✓ Your mission in your own words. Not a tagline. An operating system.

- ✓ **Is the team aligned to impact? Or just executing tasks?**

The Human Behind the Leader

/ You don't lose yourself all at once. It happens in small moments.

PRESSURE WITHOUT PAUSE

IDENTITY BEYOND THE ROLE

STAYING HUMAN UNDER URGENCY

LIVED EXPERIENCE: WHY SANJOG?

1,000+ conversations. The pattern is clear. High-performing leaders do not burn out from workload. They burn out when pressure replaces clarity. Sanjog lived this. Building platforms under constant pressure. Faster decisions. Less grounding. The cost showed. That led to *The Tricycle Way*. Not a business framework. The foundational work. When your inner core is strong, clarity and wise leadership become natural. Not forced.

1,000+ Conversations

Pressure vs Clarity

The Tricycle Way

WHO THIS IS FOR

- Technology executives navigating AI adoption pressure while everything else is still running.
- Leaders serving technology buyers (vendors, consultants, partners) facing quarterly pressure while building long-term trust.

“ For leaders who refuse to let urgency replace judgment.

SESSION LOGISTICS

FORMAT OPTIONS
45 min Keynote • 60 min Breakout • 75 min Retreat

AUDIENCE SIZE
Ideal 25–150 (Intimate to Mid-size)

INCLUDES
3-Second Pause framework • Pressure Signals diagnostic

The Human Behind the Leader

Stay human when the pressure hits. Not about doing less. Strengthen the core. Leadership works when pressure rises.

IT EXPLORES

- > Capable leaders react. Even when they know better.
- > Urgency replaces judgment. No one notices.
- > Leaders stop pausing. The response changes.
- > Teams feel the impact first. Leaders feel it later.

DECISIONS IN ACTION

- ✘ Meetings move faster than thinking. Urgency replaces judgment.
- ✘ Doing something matters more than doing the right thing.
- ✘ The world pushes. It won't slow down. Deadlines, escalations, expectations, noise.

"Pressure runs the day. Decisions come faster. Reactions replace reflection."

WHAT BECOMES CLEARER

- ✓ **The 3-Second Pause:** Catch yourself reacting. Before the regret.
- ✓ **Real vs Visible Progress:** Two questions. Are you moving forward? Or just busy?
- ✓ **Personal pressure signals:** What shows up first when clarity slips.

- ✓ **Strengthen the internal operating system.** Leadership works when urgency rises.

Trust Can't Be Scheduled

/ Trust takes time. The quarter ends in 90 days. That is the conflict.

REAL RELATIONSHIPS • QUARTERLY PRESSURE • THE LONG GAME

LIVED EXPERIENCE: WHY SANJOG?

Lived this for 22 years at AVVAL. Felt the pressure every quarter. Close the deal. Or build the relationship. You cannot always do both. Then running CIO Talk Network. Building trust with IT leaders. With the team. With sponsors. Now at CTN AON. Trust with vendors. With partners. With the ecosystem. The clock is always ticking. The pressure is the same everywhere.

Internal Trust

Customer Trust

Partner Trust

WHO THIS IS FOR



Technology Leaders

You need buy-in from the Board. From your team. But you have no time.



Sales & Partner Leaders

You have a quota. The client has a process. You push. They pull back.

“ For leaders who know that shortcuts kill relationships.

SESSION LOGISTICS



FORMAT OPTIONS

45 min Keynote • 60 min Breakout • 75 min Workshop



AUDIENCE SIZE

Ideal 50-500 (Scalable for SKOs)



INCLUDES

Trust-Building Checklist

Trust Can't Be Scheduled

You cannot speed up trust. You can only break it.

IT EXPLORES

- > The quarter ends in 90 days. Trust takes longer.
- > You push. They pull back.
- > Desperation shows.
- > Silence builds trust.

DECISIONS IN ACTION

- ✘ **Sales:** Asking for the sale too early. Faking urgency.
- ✘ **Leaders:** Demanding buy-in from the Board. Without the groundwork.
- ✘ **Both:** Calendar invites. No context. Treating people like transactions.

"You cannot harvest what you didn't plant."

WHAT BECOMES CLEARER

- ✓ Slow down to go fast.
- ✓ Count connections not calls.
- ✓ Be real.

✓ **Patience now saves quarters later.**

What Leaders Say

From executives who have worked with Sanjog



“Sanjog is an empathetic communicator, and has a flair for getting people to contribute meaningfully to discussions. He brings out relevant and pertinent points in a discussion that leaders can immediately associate with. He is witty and can make even a drab technology topic interesting.”

Pradeep Sanyal
Chief Information Officer
FIRST LEGAL



“What makes Sanjog so effective is his ability to get to the core questions surrounding execution in a very straightforward manner without jargon or hype.”

Kevin Rooney
Chief Administrative Officer
WEST MONROE PARTNERS



“Sanjog had great command on the room with his personable attitude, kept the panelist on track with his laser focused agenda and made some very mundane topics super interesting and interactive.”

Kunal Thapar
Director Infrastructure, Ops & Engineering
SEARS HOLDINGS CORPORATION

ALIGNMENT & FIT

This Work Is Built For

Who Attends

Technology Executives

- ✓ CIOs, CTOs, CISOs, CDOs, Innovation Officers, VPs of Engineering

Strategic Partners

- ✓ CMOs, CPOs, Sales & Practice Leaders, Alliance Heads, Founders

Select Speaking Contexts



Tech Conferences

CIO Summits & Forums



Leadership Offsites

Executive Alignment



Sales Kickoffs

Trust & Relationship



Duration

45-75 min (Customizable)



Impact

Speaking & Moderation



Location

Virtual & In-Person

Conversation First.

Sanjog speaks at select conferences and forums where clarity matters.

Discuss fees, travel, and format details after an initial alignment conversation.

INQUIRE & DISCUSS FIT



invite@sanjogaul.com

WEBSITE



www.sanjogaul.com

CONNECT



linkedin.com/in/sanjogaul

LOCATION



Based in Bolingbrook, IL
(Chicago metro)