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Zach Jensen

REFRAMING LEADERSHIP: YOU LOST BEFORE YOU STARTED

Most leadership challenges aren't lost in execution — they're lost before action ever begins. The way leaders interpret situations, people, and pressure quietly determines their outcomes long before decisions are made or words are spoken. This interactive breakout session helps leaders surface the unseen patterns and perspectives shaping their leadership, and practice reframing real challenges in the room. Rather than offering more tools or theory, this session focuses on shifting the lens leaders use every day. Participants will walk away with a tangible reframe they can immediately apply to a current leadership challenge — creating clearer thinking, stronger ownership, healthier communication, and better results.

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Zach Jensen

Chief Operating Officer, WashWorld

Zach Jensen believes most leadership failures happen before the first decision is ever made.

A strategic leader and systems thinker at Washworld, a fast-growing, privately held vehicle wash manufacturing company, Zach focuses on helping the team navigate complexity, scale, and change by clarifying problems early and building decision-making systems that hold up when it matters most. With experience spanning startups, business growth, and hands-on operational leadership, he is known for cutting through noise, challenging assumptions upstream, and strengthening problem-solving capability and systems so success is repeatable—not a one-off or dependent on any single person. His current work focuses on scaling the company's growth by building the next phase of leaders and systems. His leadership philosophy centers on accountability, trust, and building clarity before pressure forces reactive decisions.