

PODCAST MEDIA KIT

Kevin Brady

Author, Entrepreneur, and Creator of the Discernment Framework

Discernment • Leadership • Alignment • Faith • Human Judgment

Kevin Brady writes and speaks about discernment, leadership, alignment, faith, and the increasingly important role of human judgment in an AI-assisted world. His work centers on a deceptively simple question:

How do people see clearly enough to make wise decisions and remain aligned with what they say matters most?

That question has emerged from decades of practical experience in entrepreneurship, organizational leadership, problem-solving, and decision-making. Brady's interest is not simply in how people acquire more information. It is in what happens after the information arrives.

How do we know what deserves our attention? How do we recognize when emotion, ego, fear, habit, pressure, or incomplete information is influencing our judgment? How do we distinguish a fast answer from a wise one? And once we decide what matters, how do we keep our actions aligned with it? These questions form the foundation of his books and related projects.

Short Host Introduction

Kevin Brady is an entrepreneur and author whose work explores discernment, leadership, organizational alignment, faith, and the role of human judgment in the age of artificial intelligence. His books include *Discernment: A Framework for Seeing Clearly and Choosing Wisely* and a growing body of work examining leadership and organizational alignment through the example of Jesus. His central question is simple but increasingly important: How do we see clearly, choose wisely, and remain aligned with what matters most?

Explore the Work

[Discernment.cc](https://discernment.cc) | [JesusIndex.org](https://jesusindex.org)

01 / THE FRAMEWORK

Discernment & Natural Intelligence

The Discernment Framework

Brady's book *Discernment: A Framework for Seeing Clearly and Choosing Wisely* introduces a practical approach to better judgment and decision-making. The framework begins with the premise that people often do not suffer from a lack of information. In many cases, they suffer from too much information, conflicting information, unclear priorities, emotional interference, assumptions, habits, or an inability to separate what is important from what is merely urgent.

Discernment, in Brady's usage, is the ability to see clearly enough to understand what is actually happening, recognize what matters, evaluate alternatives, and make a choice consistent with one's values and purpose. The framework is intentionally broader than any single religious, political, or organizational viewpoint. It does not attempt to tell people what their values should be. Instead, it assumes that people bring a value system to their decisions and helps them improve the quality of the process by which those decisions are made.

Values determine what matters. Discernment helps us understand what we are actually choosing.

Brady's related books and companion materials extend the framework into practical decision-making, leadership, reflection, and the growing challenge of preserving human judgment in a world increasingly influenced by artificial intelligence.

Natural Intelligence and the AI Question

Artificial intelligence can increasingly summarize, calculate, predict, generate alternatives, recognize patterns, and produce answers faster than human beings can. Brady sees enormous value in those capabilities and uses AI extensively himself. But he argues that greater machine intelligence does not eliminate the need for human judgment. It may make human judgment more important.

AI can help identify options, missing information, patterns in data, arguments on each side, and possible outcomes under different scenarios. A human being must still confront what matters most, which consequences are acceptable, what values govern a decision, and what responsibility to assume. Humans must also consider what to do when technically correct answers conflict with human needs, and when efficiency should give way to compassion, patience, loyalty, faith, or principle.

This is the territory Brady describes as Natural Intelligence: the human capacities required to exercise judgment, recognize meaning, understand context, accept responsibility, and choose deliberately. His concern is not that AI will become too intelligent. His concern is that human beings may become too willing to outsource the responsibility to think.

02 / LEADERSHIP & FAITH

Judgment, Action & Alignment

Leadership and Discernment

Brady's leadership writing grows naturally from the Discernment Framework. Leadership is not simply the ability to make decisions quickly or direct other people effectively. Leaders continually interpret incomplete information, establish priorities, resolve competing interests, communicate purpose, and decide when circumstances require adaptation. That makes leadership, at its core, an exercise in discernment.

A leader can have strong values and still make poor decisions. A leader can possess excellent analytical skills and still lack clarity about what the organization is trying to accomplish. A leader can execute efficiently while moving an organization in the wrong direction. For Brady, effective leadership requires several elements working together:

Values tell us what matters.

Discernment helps us see clearly and choose wisely.

Leadership turns those choices into action.

Alignment tells us whether those actions continue to serve the mission.

This idea creates the bridge between Brady's Discernment work and his explicitly Christian books.

Jesus Organization and Jesus Leadership

A second branch of his writing begins from a specific value foundation. In Jesus Organization and his work on Jesus Leadership, Brady assumes that the reader, leader, church, ministry, family, or organization has chosen Jesus as its foundational reference point. The Discernment books ask, "How do I think and decide well?" The Jesus-centered books ask, "If Jesus is my chosen standard, how do my decisions, leadership, and organization remain aligned with Him?"

Brady's approach is not to extract isolated leadership slogans from Scripture and retrofit them into modern management principles. Instead, he returns to the Gospel accounts and asks a more basic question: What did Jesus actually do? He examines how Jesus responded to different people, behaved when challenged, handled opposition, developed His followers, confronted hypocrisy, balanced compassion and accountability, and communicated mission.

Central to this work is how Jesus responded differently in different circumstances while remaining completely aligned with His identity and purpose. His response changed according to circumstances, people, motives, and needs. What did not change was His alignment. For Brady, consistency does not necessarily mean identical behavior. It means remaining consistent with mission, identity, and purpose even when tactics and responses change.

03 / ORGANIZATIONAL PURPOSE

Recognizing Drift & Finding Alignment

Organizational Drift

Organizations rarely abandon their mission in a single dramatic moment. Drift is usually incremental: procedures become more important than purpose; programs continue because they have always existed; different leaders introduce different priorities; and measures of activity become substitutes for measures of impact. People begin protecting positions, budgets, traditions, or systems. Eventually, an organization can become very effective at doing something that no longer serves the reason it originally existed.

Brady believes this problem exists in businesses, churches, nonprofits, families, clubs, and institutions. The remedy begins with alignment. What are we trying to accomplish? Why does this organization exist? What values are supposed to govern its behavior? Are today's activities actually advancing that mission? Where have habit, politics, ego, fear, convenience, or institutional momentum replaced purpose?

In Christian organizations, the question becomes even more direct: If Jesus is the standard, how closely does the organization actually resemble the priorities and behaviors found in His example? That question led to the development of JesusIndex.org, a reflection and assessment environment designed to help organizations examine alignment rather than simply assume it.

Two Connected Paths

The Discernment path begins with the individual who wants to improve judgment and decision-making. The reader may be a business leader, entrepreneur, parent, student, manager, professional, or simply someone trying to make better choices. The foundational question is: How can I see more clearly and choose more wisely? The framework, companion materials, leadership applications, and Natural Intelligence work strengthen those abilities.

The Jesus path begins with someone who has already made a foundational value choice: I want Jesus to be the reference point for how I live, lead, or operate this organization. The question is not merely whether a decision is efficient, profitable, popular, or strategically effective. It becomes: Is it aligned? Jesus Organization, Jesus Leadership, and JesusIndex.org explore that question in depth.

Where the paths meet. A Christian leader may have deep conviction and good intentions but still benefit from stronger decision-making skills. That person can move from the Jesus work into the Discernment Framework. A reader of Discernment may become increasingly aware that better decision-making requires clarity about values. If that person's value system is grounded in Christian faith, the Jesus-centered work provides a natural next step. Neither system has to absorb the other. They meet where judgment, values, action, and alignment intersect.

04 / TIMELY CONVERSATION

Why This Matters Now

Technology is changing the relationship between information and decision-making. For most of history, acquiring information was difficult. Today, information is abundant, answers are instantaneous, and artificial intelligence can generate recommendations before people have fully formulated the question. The scarce resource is increasingly not information. It is judgment.

That includes the ability to slow down long enough to ask whether the question is correct, the humility to recognize incomplete understanding, and the curiosity to look beyond the first answer. It also includes separating evidence from assumption, identifying the values influencing a decision, and accepting responsibility for the choice. Brady argues that these capabilities should not be treated as secondary skills. They may become some of the most important human capabilities of the AI era.

Core Message

Values tell us what matters.

Discernment helps us see clearly and choose wisely.

Leadership turns those choices into action.

Alignment tells us whether those actions are still serving the mission.

The technology may change. The circumstances may change. The available information may change. But the responsibility to choose remains human.

A Conversation for Different Audiences

Kevin can speak broadly about decision-making, leadership, faith, entrepreneurship, and artificial intelligence. The following topic and question lists give hosts several ways to shape an interview, from practical judgment and AI to organizational mission and the leadership behavior of Jesus.

05 / EPISODE ANGLES

Suggested Podcast Topics

01. Why More Information Isn't Producing Better Decisions
02. AI Can Give You an Answer. Who Decides Whether It's Wise?
03. The Difference Between Intelligence and Discernment
04. Why Smart People Still Make Bad Decisions
05. What Humans Should Never Outsource to Artificial Intelligence
06. How Leaders Lose Alignment Without Realizing It
07. The Slow Process of Organizational Drift
08. Values vs. Judgment: Why Good Intentions Are Not Enough
09. What Jesus Actually Did as a Leader
10. Why Jesus Did Not Treat Everyone the Same
11. Consistency of Mission vs. Consistency of Method
12. Can Artificial Intelligence Strengthen Human Discernment Rather Than Replace It?
13. Why Leadership Is Ultimately an Exercise in Judgment
14. How Ego, Fear, and Urgency Distort Decision-Making
15. The Difference Between Knowing More and Seeing More Clearly
16. Teaching People How to Think Instead of What to Think
17. Natural Intelligence: The Human Skills That Become More Valuable as AI Improves
18. Mission Drift in Businesses, Churches, and Nonprofits
19. How to Recognize When an Organization Is Protecting the Institution Instead of the Mission
20. Faith, Decision-Making, and the Responsibility to Choose

06 / INTERVIEW PREPARATION

Sample Interview Questions

01. What do you mean by discernment, and how is it different from intelligence or critical thinking?
02. Why did you conclude that people needed a framework for decision-making?
03. Are people making worse decisions today, or are we simply more aware of them?
04. How does information overload interfere with judgment?
05. What happens when AI becomes better than humans at many analytical tasks?
06. What decisions should we be reluctant to delegate to AI?
07. Is AI itself the problem, or is the real problem how humans choose to use it?
08. What is Natural Intelligence?
09. Can discernment actually be taught?
10. What are the most common forces that distort otherwise rational decisions?
11. Why do leaders often confuse decisiveness with good judgment?
12. How can an organization tell whether it has drifted from its original mission?
13. What led you from a general framework for discernment into studying the leadership behavior of Jesus?
14. What surprised you most when you looked at the Gospels specifically through a leadership lens?
15. Why is it important that Jesus responded differently in different circumstances?
16. How do you distinguish between changing tactics and compromising values?
17. Can someone benefit from the Discernment Framework without sharing your Christian beliefs?
18. How do your Discernment books and Jesus-centered books connect without becoming the same thing?
19. How should a leader respond when personal values conflict with organizational pressure?
20. What is one question people could begin asking today that would immediately improve the quality of their decisions?