

Brandon Williams – Leadership Speaker

KEYNOTE CLIENT COORDINATION GUIDE

Brandon Williams
LEADERSHIP SPEAKER, OWNER, LEAD TAC LEADERSHIP DEVELOPMENT

Brandon Williams Bio and Sample Intro:

Brandon Williams graduated from the US Air Force Academy, and is an accomplished leadership business speaker, business owner, and adjunct professor. As a decorated Lieutenant Colonel in the United States Air Force, he led men and women from diverse backgrounds and managed millions of dollars in assets. As an F-15E Fighter Pilot, Brandon flew hundreds of combat hours and missions over the skies of Iraq and Afghanistan, operating in some of the most challenging and dynamic environments imaginable.

Over the past decade, Brandon has built his speaking and coaching business to become an accomplished keynote leadership speaker. Having taught at several universities for almost 15 years as an expert in Human Factors, he leverages his in-depth knowledge of human performance analysis to equip leaders for uncertainty and change.

With hundreds of globally-delivered presentations, Brandon has shared battle-tested lessons from the cockpit to help organizations navigate change, excel in complexity and unlock high reliability teams. His results-driven approach fuses dynamic storytelling, actionable frameworks and customized workshops to drive better decisions, catalyze transformation and empower teams to thrive in disruptive environments.

Audio-Visual Set-Up Requirements:

Please provide Brandon with layout of room showing stage / screen setup and seating configuration.

- Presentation contains dynamic embedded Videos with sound. High Quality Professional Sound System and Screen / Projection / Display setup.
- Audio/Visual Setup for Slides (PowerPoint). HDMI Connection for speaker's computer. Client should provide a back-up computer. Speaker will bring presentation on thumb drive, and can run off of client's system if needed. 3.5mm audio cable for sound system if needed.
- Requirement for Audio Visual Check / Dry Run ***afternoon or evening prior to event.***
- Lavalier-type microphone (no hand held microphones please).
- On-site Audio/Visual Technician available for AV Check / Dry Run and Day of for any AV issues.
- Confidence Monitor
- Professional Stage setup unless very small group

- No Podium, tables, chairs, or any other stage items that will prevent speaker from using main part of stage or block speaker's view from any audience members. If needed for speakers before or after Brandon, please let him know setup and layout of stage.

** Please let Brandon know if any photos and/or video will be taken during presentation. Please note: any video we request coordination with Lead Tac and Brandon Williams.*

Logistics:

Date and Time of Event:

Location (City and Venue Name):

Hotel for Overnight Stay (*please indicate if room reserved or if Brandon needs to book*):

Point of Contact and Contact Info:

Audio / Visual Check Time and Point of Contact:

**As part of interactive experience, Brandon likes to bring two volunteers on stage. Please let Brandon know if this will be an issue!*

Customization:

Name of Organization:

Company Logo: (please insert here or email high res version)

Number of People:

Average Age of Audience:

Roles / Titles / Functions of Audience in Attendance:

How should we Address Your Audience from Stage:

Title of Event:

Purpose of Event / What do you want audience to leave with:

Please Explain what Your Organization Does:

Current Challenges / Changes / Uncertainty in your business, market, and/or industry:

Recent SUCCESSES or WINS with your team:

When we consider how humans interact with their environments, Change, Complexity, and Uncertainty drives Human Error. What are Some Examples of Where Human Error occurs in your teams and what do you think causes them:

Example of Leader's Intent for your business or team...A CLEARLY DEFINED, ALIGNED and FOCUSED OUTCOME that you want your team to accomplish? Needs to have a TIMELINE. (month, quarter, year...)

- What are some distractions that causes your team to lose focus of these?

Situational Awareness: Situational Awareness is the awareness and understanding of environmental variables affecting you or your team's state. More importantly how that will affect your state at some point in the future. How do you and your teams build your situational awareness before decisions and tasks?

Along with situational awareness, we want to consider our Areas of Vulnerability. What are some examples of Areas of Vulnerability or Points of Failure within your business and teams (both external and internal) that your teams should consider:

- What are some resources to help your teams close the gap or mitigate these Areas of Vulnerability?

De-Centralized Execution: Leadership-backed Autonomy with delegation down to the lowest Leadership levels. What are some areas in your organization and teams where De-Centralized Execution and Autonomy are critical? What are some challenges to achieving this in your organization:

Mutual Support refers to the ability to anticipate needs of team members, provide support, and ultimately put the team's success above one's own self-interests. Where are some areas where your team could harness Mutual Support and Peer Accountability in order to support De-Centralized Execution (Autonomy), and how do you foster that within your teams? How do you do this well, and where is it lacking?

Just Culture = Trust Culture: A Psychologically Safe Environment where anyone can speak up.

- Some areas where we can have more open/honest communication and more of a learning vs judgement environment? Some areas we do this well or not so well?

- Does your team currently “Debrief” after projects, tasks, or other events to develop lessons learned? If so, how/when/some examples?

Examples of “Unexpected Significant Threats or Changes” or “What-ifs” in your business/teams/industry?