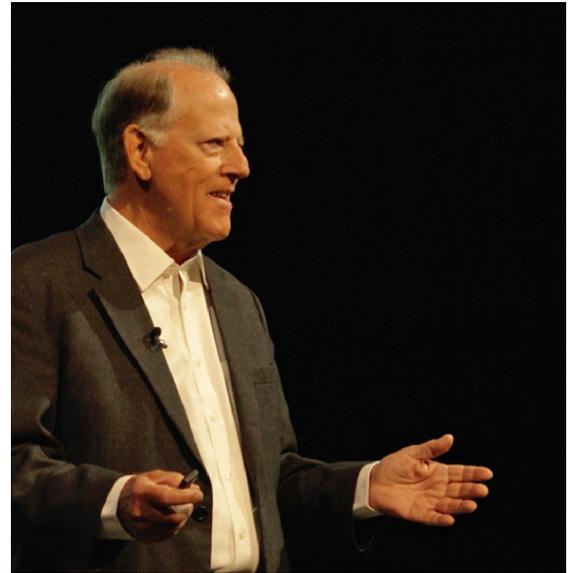


KEYNOTE SPEECH SUMMARY

MAKING DIFFICULT DECISIONS

by
RICK WILLIAMS



At critical moments, leaders too often make poor decisions. They don't manage the process or themselves to make the best choices for the organization they lead.

Drawing on key takeaways from his best-selling book, *Create the Future*, Rick gives his leadership audiences the principles and best practices for making better choices for their organizations and themselves. He gives them examples of how to do it right and a practical step-by-step process they can use with their leadership team.

Rick encourages his audience to understand that their primary leadership responsibility is to create the future for their company by the decisions they make today – the choices they make today.

He guides them through the five-step decision-making process of solving the right problem, imagining what success would look like, generating realistic options, evaluating risks, and choosing the path forward. Rick makes the steps real with compelling stories of choices and decisions – both right and wrong.

Each attendee will receive a comprehensive *Making Difficult Decisions Key Takeaways*, including topics covered, points made, and a Call to Action. Note-taking is not required.

The audience comes away with:

- * Understanding the leader's job when making difficult decisions.
- * Understanding the decision-making process that leads to better decisions.
- * Realizing that they must manage themselves as part of the decision-making process.
- * Accepting that they will make better decisions when open to different points of view.
- * A better understanding of why they are making the decisions they make.
- * Realistic and practical steps they can take to make better decisions tomorrow.