



## KEYNOTE #1

# MASTER THE UNSEEN™

## Your Hidden Competitive Advantage

You've seen it before—a strategy that makes sense, a team that agrees, an initiative that should work. But then something gets in the way. Momentum stalls, resistance builds, and what looked like a sure thing quietly unravels.

Leaders focus on execution because it's measurable—but the biggest risks (and opportunities) are in what's harder to see. Leaders and teams mistake compliance for commitment, busyness for resilience, and silence for alignment—until the cracks start to show. Success isn't just about execution—it's about recognizing the real human dynamics shaping whether people buy in or check out.

Retired Colonel DeDe Halfhill has spent 25 years leading through complexity—from commanding in combat zones to advising the Chairman of the Joint Chiefs. She's seen what happens when leaders miss these hidden forces—and the advantage they gain when they see them clearly.

In this keynote, DeDe challenges leaders to go beyond what's visible, so they can Master the Unseen™ forces shaping their success.

### The audience will leave with:

- ✔ The ability to recognize and address the hidden dynamics shaping trust, engagement, and performance.
- ✔ Practical tools to surface unspoken tensions and address them before they become roadblocks.
- ✔ A new leadership lens—one that moves beyond strategy to harness the emotional undercurrent driving success.

### This program is perfect for:

- ✔ Leaders, teams, and individuals who want to strengthen their potential and influence through authenticity and courage.
- ✔ Organizations seeking to improve adaptability, communication, and trust.
- ✔ Teams that want to move past surface-level leadership to create lasting impact.