



KEYNOTE #3

CONNECTION IS THE COMPETITIVE EDGE

The Advantage No One Talks About—But Everyone Feels

You know what it feels like when a team just *clicks*—trust is high, collaboration flows, and people step up for each other. You also know what it feels like when they don't—when silos form, communication breaks down, and progress slows.

Too many leaders focus on strategy and execution, assuming connection will happen on its own. But research proves otherwise. The strongest teams don't just work together—they trust each other. And that trust is what makes them adaptable, innovative, and resilient under pressure.

In this keynote, retired Colonel DeDe Halfhill draws from more than 25 years of being on high performing teams, to include the U.S. Air Force Thunderbirds, to show why connection isn't just a leadership *skill*—it's a *strategy*. The leaders who prioritize relationships build teams that outperform, outlast, and out deliver.

The audience will leave with:

- ✔ Practical ways to build trust and create stronger, more connected teams.
- ✔ Actionable insights into how trust fuels collaboration, innovation, and resilience.
- ✔ Proven strategies to strengthen commitment and unlock team potential.

This program is perfect for:

- ✔ Leaders, managers, and teams who want to work better together and build lasting trust.
- ✔ Organizations looking to create cultures where collaboration and connection drive results.