



## KEYNOTE #4

# TRUST BEGINS WITH A CONVERSATION

## Why Great Teams Talk About What Others Avoid

Misalignment doesn't happen overnight—it builds in the silence between tough conversations. When people hesitate to speak up, ask hard questions, or address friction, trust erodes, performance stalls, and minor issues become major problems.

As a retired Colonel and former communications advisor to the Department of Defense's top leaders, DeDe Halfhill has seen how the right conversations—at the right time—can build trust, drive action, and prevent costly mistakes.

In this keynote, she challenges teams and organizations to rethink how they communicate—not just in moments of ease but in the moments that matter most.

### The audience will leave with:

- ✓ A shift in perspective on why avoiding hard conversations is the most significant risk to success.
- ✓ The confidence to engage in open, direct communication—even when it feels uncomfortable.
- ✓ Practical insights on building trust through everyday conversations—not just significant leadership moments.

### This program is perfect for:

- ✓ Leaders, managers, and teams who want to improve how they communicate to increase their influence and effectiveness.
- ✓ Organizations looking to build more collaborative and engaged teams.
- ✓ Executives seeking to drive cross-organizational alignment.