



## Stage Intro

With relentless disruption redefining the landscape, leadership isn't about managing the obvious—it's about mastering the unseen.

Our next speaker reveals a powerful truth: the courage to address the small, everyday moments that many miss—or avoid—isn't just “A” leadership skill, it's “THE” leadership skill that most shapes our organizations and impact.

As a retired Air Force Colonel, twice deployed to Iraq and former principal advisor to the Chairman of the Joint Chiefs of Staff and the U.S. Secretary of Defense, she has navigated some of the most challenging leadership environments imaginable—from guiding critical decisions in combat to steering communications through global crises. Her leadership insights have been featured on *60 Minutes* and in Brené Brown's *Dare to Lead*, where her groundbreaking approach to emotional dynamics in leadership gained international attention.

Today, she helps leaders embrace what she calls Everyday Courage™—the kind of brave leadership that builds trust, strengthens connections, and creates lasting impact.

Please welcome an extraordinary leader who blends military precision with deep emotional wisdom—Colonel DeDe Halfhill.



## AV & Event Needs

DeDe Halfhill is excited to partner with you in delivering an exceptional event.

The following best practices are designed to ensure a seamless experience for all involved while maximizing audience engagement and takeaway value.

### Audio-Visual

- ✔ **Slides:** Unless otherwise discussed, DeDe will provide her PowerPoint slides at least 48 hours in advance to allow time for pre-loading on the conference system and compatibility checks.
- ✔ **A/V Check:** DeDe's team will coordinate with the event organizers in advance to schedule an A/V check, ensuring everything runs smoothly. The A/V check should occur without attendees in the room to minimize distractions.
- ✔ **Microphone & Monitor:** A wireless lavalier microphone is necessary for groups over 25 to ensure all attendees can hear clearly. A confidence monitor and countdown clock are helpful but not mandatory. If these are unavailable, DeDe's team can discuss alternative options for providing a timing countdown to keep the event on schedule.
- ✔ **Stage Setup:** To prioritize the audience experience, a clear front-stage area is ideal for movement. DeDe does not use a podium, as it can block the audience's view. If a podium is required, placing it to the side works best. If stage furniture cannot be removed, it's helpful if it's positioned at least 6 feet from the stage's front to allow for a more dynamic presentation.

### Slides & Handouts

- ✔ DeDe's presentation slides are specifically designed to visually complement her verbal content and do not mirror her spoken words. For this reason, slides should not be converted to another template.
- ✔ DeDe's full slide deck is not available for download, publication, or distribution as notes or handouts. For educational certification requirements, a pre-approved presentation outline can be provided upon request. Please notify her team in advance to coordinate this.

### Recordings & Photos

- ✔ **Photography:** Taking photos is welcomed, but non-flash photography during the presentation is encouraged to avoid disrupting the experience. DeDe's team may also take photos for use online or in print.
- ✔ **Recording:** Recording for resale or distribution is not permitted without prior approval.
- ✔ **Content Rights:** DeDe retains all rights to her materials, please do not reproduce or distributed without prior agreement

DeDe deeply appreciates your trust in her to connect with your teams, members, or leaders and looks forward to creating an impactful and memorable experience together.

If any of the details above need to be adjusted, please don't hesitate to reach out—there are always alternatives to ensure everything runs smoothly.

We here at Team DeDe look forward to your event being an astounding success!



## Short Bio

Colonel (ret.) DeDe Halfhill helps leaders gain the advantage where most stop looking: beneath the surface. With 25 years leading in high-stakes environments—from combat zones to advising the Chairman of the Joint Chiefs of Staff—DeDe delivers powerful insights on trust, engagement, and the unseen forces that determine our success. Featured in *Dare to Lead* by Dr. Brené Brown and on *60 Minutes*, DeDe has advised leaders at Sanofi, Salesforce, Lockheed Martin, and Bank of America, bringing her expertise across industries. Her work challenges leaders to rethink how they lead—because real impact doesn't come from managing what's measurable, but from mastering what's hidden.

## Long Bio

Colonel DeDe Halfhill, USAF (Ret.), is an international keynote speaker, strategic advisor, and leadership expert who has spent 25 years leading in high-stakes environments—where unseen human dynamics shaped success before strategy ever had a chance to. From combat zones to advising senior executives, she saw firsthand that teams and leaders don't struggle because they lack a plan; they struggle because they misread the forces shaping whether people buy in or check out.

Hesitation, unspoken tensions, quiet disengagement—these aren't just workplace challenges. They're the invisible factors shaping trust, culture, and performance. In the military, where hesitation and miscommunication had real consequences, DeDe learned how to recognize and address these forces before they derailed mission success. As a principal advisor to the Chairman of the Joint Chiefs of Staff, the U.S. Secretary of Defense, and the Commanding General of the Multinational Forces in Iraq, she made sure the nation's top leaders didn't make decisions without a clear view of the human dynamics that shape success. Every organization has an emotional undercurrent—it's either working for you or against you.

DeDe's leadership approach was featured in Dr. Brené Brown's bestselling book, *Dare to Lead*, and on CBS's *60 Minutes*, highlighting her ability to challenge leadership norms and bring courage to the conversations leaders often avoid. Today, she partners with top organizations such as Lockheed Martin, Salesforce, Bank of America, Hearst, and FEMA. Through her keynotes, advisory work, and training seminars, she challenges leaders and teams to stop managing symptoms and start addressing the forces that truly drive engagement, trust, and performance. The unseen isn't just a risk—it's the greatest opportunity most leaders never tap into.