

Our next speaker has spent more than three decades inside the rooms where critical decisions get made – first as an award-winning business journalist, then as an advisor to some of the most powerful corporate and military leaders on the planet.

His reporting on Ford Motor Company's historic turnaround became *American Icon*, a *Wall Street Journal* bestseller and one of *Bloomberg's* Best Business Books of the Year. His follow-up, *Red Teaming*, brought elite military thinking into the boardroom for the first time. Both books have been translated into multiple languages worldwide.

As the only civilian ever to graduate from the U.S. Army's elite Red Team Leader course, Bryce gained unprecedented access to the strategic decision-making processes of military and intelligence organizations. Using those learnings, he developed Red Team Thinking and went on to train thousands of business executives, military leaders, and government officials around the world.

Now, Bryce is focused on helping leaders and organizations succeed in today's volatile and uncertain world.

If you've ever felt like the pace of change is accelerating faster than your ability to respond to it, you're going to want to hear what he has to say.

Please welcome Bryce Hoffman.