Stage Intro

Short Intro (30 Seconds)

Think about the last time you were sure you understood what was going on, and you were wrong.

Our next speaker studies that moment.

He's advised organizations like Nike, Disney, and GE, and he's the Wall Street Journal bestselling author of The Lean Brand and the forthcoming The Read. He's also a technical cave diver. In a cave, a wrong read can cost you the way out.

Please welcome **JEREMIAH GARDNER**.

Long Intro (60 Seconds)

Think about the last time you were sure you understood what was going on, and you were wrong.

You acted on your read, and the read was off.

Our next speaker has spent two decades studying that moment, in the C-suite advising organizations like Nike, Disney, GE, and Roche, and underwater as a technical cave diver, where a wrong read can cost you the way out.

His argument is simple, and a little uncomfortable: Your team may not be broken. Your read may be.

He's the author of the Wall Street Journal bestseller The Lean Brand and the forthcoming The Read.

Please welcome **JEREMIAH GARDNER**.