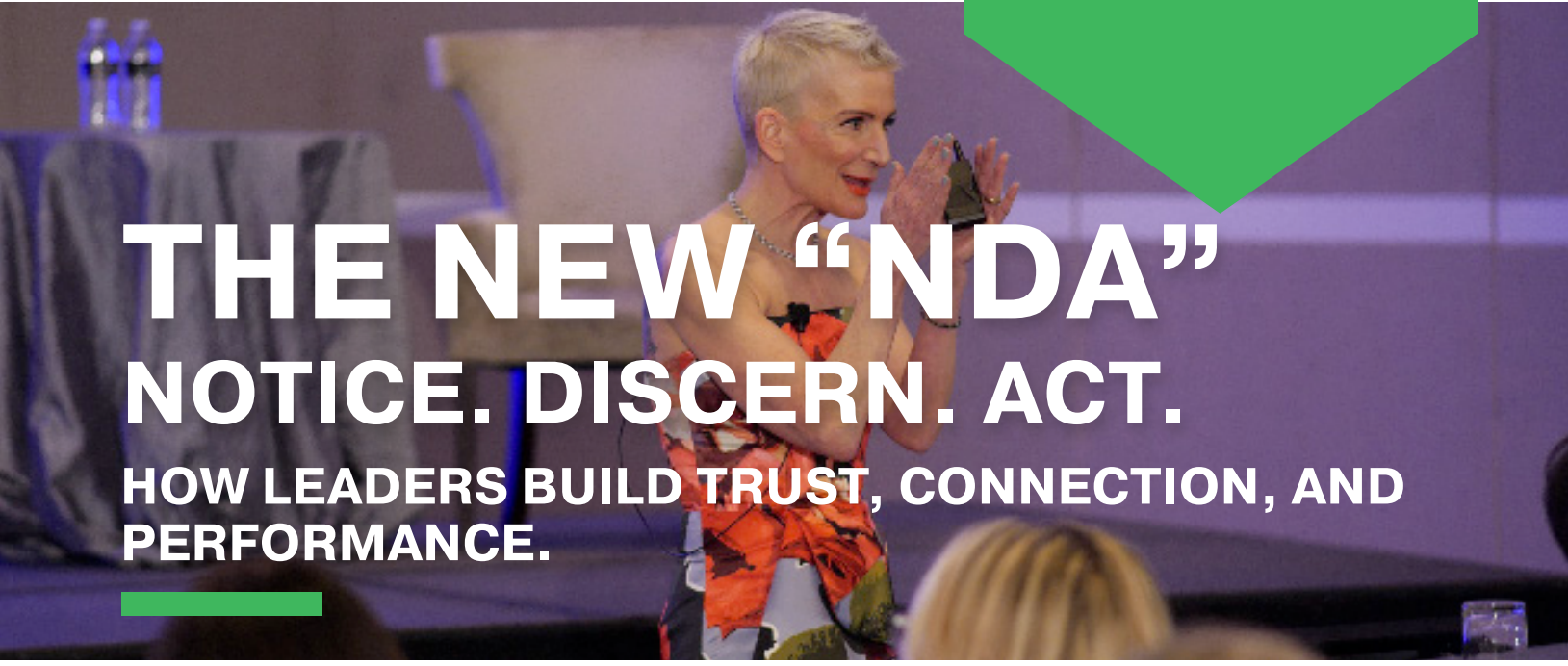


A photograph of Shelley Brown, a woman with short blonde hair, wearing a colorful patterned dress, speaking on a stage. She is holding a small object in her hands and gesturing. The background is dark with some stage lighting. A large green arrow points downwards from the top right corner of the image.

THE NEW “NDA”

NOTICE. DISCERN. ACT.

HOW LEADERS BUILD TRUST, CONNECTION, AND PERFORMANCE.

Introduce your corporate audience to a practical process they'll want to implement first thing Monday morning.

Most leaders are so consumed by task execution and busyness that they have stopped noticing the signals that people are struggling, disconnecting, getting stuck, or losing trust. The disengaged team member dialing it in between yawns. The trust slowly eroding with each half-hearted interaction. The team meeting where the energy shifted and nobody said anything. When speed is rewarded and presence is sacrificed, the cost of that trade-off becomes too high.

The challenge isn't simply that leaders aren't noticing. It's that what you notice and what you know are rarely the same thing.

In a work culture that's increasingly shaped by automation and artificial intelligence, the organizations that will stand apart are the ones that never forget the human experience. But how can leaders deliver when they're consumed by task execution and busyness? The best leaders:

Don't confuse what they notice with what they know. Leaders who adopt a hospitality mindset:

Notice what matters. Discern its meaning. Act accordingly.

Then they can build the kind of trust that holds up under pressure, catch disengagement before it's poured into a resignation letter, and produce performance that outlasts any fleeting incentive program.

In Shelley Brown's keynote, *The New “NDA”* she shares practical, teachable behaviors in an entertaining, memorable, and actionable presentation that leaders can implement immediately to build trust, strengthen communication, and drive better business outcomes.

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THE ROI

- Clearer communication and stronger follow-through in high-pressure moments
- Increased trust, engagement, and alignment across teams
- Reduced friction, misalignment, and burnout
- Improved execution and productivity

LEAVE WITH

- A practical framework: Notice. Discern. Act.
- A clear understanding of hospitality as a leadership mindset
- Practical ways to lead with presence and accountability
- Shared language for how a hospitality mindset drives trust, accountability, and results

This talk can be tailored for leadership teams across industries. Half-day and full-day workshops available.