



# Thriving in Whitewater™ Keynote

Change. When will it stop?

- After the merger is finalized, things will settle down.
- After we move our office, things will settle down.
- Once this re-organization is over, things will settle down.

But do things ever really settle down?

And when they don't, are you repeatedly disappointed?

This keynote speaks to the heart of what it is like to live and work in Whitewater -- the complex, turbulent, changing environment in which we all operate. Whitewater creates situations that are novel, messy, and costly -- situations that can both be exhilarating and frustrating.

## Key Messages



- Whitewater is now the new business reality. Those organizations who understand how to navigate it have a terrific competitive advantage.
  - The Big Problem is not the whitewater. The big problem is our REACTION to it.
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- The solution is choosing a POSITIVE PERSPECTIVE about change

Attendees begin to make peace with a 'typical day on the river' and learn how to navigate the whitewater so that it propels them forward instead of wearing them down.

"We cannot direct the wind.  
But we can adjust the sails."

## About Our Keynotes

### Engaging

Our keynotes are carefully choreographed to maximize impact while creating an impression that lasts. More than a 'talking head' we send a message supported by a tapestry of stories, real world examples and multimedia effects designed to appeal to all of our senses.

### Lasting

We know that real change happens when we are able to see ourselves, someone else or a particular situation in a different way. In our talks, we create a fundamental change in perspective - a subtle shift in beliefs that has a *ginormous* impact.

### Peppered with Participation

Each keynote has audience participation built right in, maximizing involvement and understanding. Ranging from 60 - 90 minutes, this participation keeps attendees engaged and stimulates the intellectual capital that is in the room.

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