



Learning: Your Secret Weapon in Disruption

Adaptability is the key to overcoming any disruption. However, few people consider how to turn it into a winning strategy, because it requires a dynamic secret weapon to be effective: learning. When a disruption occurs, innovation must be maximized to keep pace with rapidly changing events, which can only be accomplished when teams are learning and responding continuously. However, the culture of the organization must be flexible enough to quickly transform those into strategies for winning.

There are few people in this world better positioned to speak on this topic than Patrick Hardy. Having advised businesses worldwide on how to overcome disruptions from hurricanes to earthquakes to cyberattacks, he will take these tools and apply them to situations your organization faces every day. During this interactive session, you will learn how to leverage these lessons into powerful strategies that make every part of your company stronger, whether a customer service “disasters” or a dealing with a 8.0 earthquake. You will learn how to engrain a culture of learning so your teams are empowered to innovate around any disruption through powerful new strategies.

This keynote serves leaders and teams who are:

- Recognizing the need for learning from disruptions but not sure how to get started
- Creating a culture of innovation
- Struggling to overcome disruptions

The audience will leave with:

- A proven framework to cultivate a dynamic learning culture without blunting your competitiveness
- Incredible stories of organizations that show how learning those lessons can turn into breakthrough results
- The mindsets and habits of the most resilient and learning-focused entrepreneurs, business leaders and companies in the world.



Transforming Disaster into Successful Disruption

We live in a world of extreme uncertainty. From the COVID-19 pandemic to hurricanes, our organizations face challenges unprecedented from the past. However, a disruption can go far beyond traditional “disasters”. With the speed of communication and social technology, our carefully constructed customer service processes and carefully designed brand edifice can be disrupted by a terrible customer experience which can balloon from a minor crisis to a brand emergency, to a public relations disaster. We need new techniques to face these challenges and transform what would be a disaster into a disruption that actually makes us stronger.

No one knows how to transform disaster into a successful disruption than Patrick Hardy, who has developed his proven 3-step process, The C3 Method as a tool for teams worldwide to develop full-organization resiliency in the face of any disruption. In this energizing keynote, you will learn how to use the C3 Method to empower your team to innovate through rapidly evolving events, taking a potential disaster into a successful disruption.

This keynote serves leaders and teams who are:

- Facing challenges and threats with constant competition.
- Overwhelmed by the demands of leadership.
- Craving a new approach to addressing volatile disruptions.

The audience will leave with:

- A proven framework to successfully lead a team during a disruption crisis.
- Strategies to harness the chaos of crisis and turn it into innovation.
- An understanding of how disruption can be skillfully converted into successful business outcomes.



Unleashing Your Powerful Workforce in Disruption

Research suggests 83% of workers report not being heard on a daily basis. Younger generations of workers want to be creative and find a way to leverage their strengths to innovate in a rapidly evolving professional landscape. Companies that successfully navigate disruptions are the ones that utilize a diversity of ideas and opinions of their teams to maximum efficiency.

In this high energy keynote, Patrick Hardy will unleash your teams' performance through his C3 Method that he has used to rapidly construct diverse teams in disasters around the world. Taking research from what he has done with tens of thousands of businesses worldwide, he shows how to skillfully convert your teams into elite disruption responders that continue to innovate, even when faced with extreme uncertainty and crisis.

This keynote serves leaders and teams who are:

- Aware of the need to activate their teams during disruptions but struggling to get started.
- Responsible for creating a culture where teams can quickly pivot and embrace change.
- Seeking a fresh way to unlock creative potential in a rapidly evolving environment.

The audience will leave with:

- A proven, modern framework for forming elite disruption response teams.
- An understanding of how to creatively innovate during times of unexpected disruption.
- A behind the scenes look at elite business disruption leadership practices.



High Performance in Disruption

As business enters a new era of instant communications and rapidly evolving technology, leaders must adapt quickly and effectively to disruptions. Team performance can be the key difference when disruption forces innovation in greater quality than previously expected. From an jarring earthquake to an angry customer rant that unexpectedly goes viral on social media, focused attention and improvisational leadership is critical to maintain inspired workforces throughout uncertainty.

Globally recognized emergency performance expert Patrick Hardy knows how to get the best out of teams facing a variety of disruptions and situations. He will provide a modern, proven framework forged in high pressure disruptions around the world. From his time saving lives in a Southern California ambulance to successfully converting thousands of oyster fisherman into emergency chemical responders during the BP oil spill, teams will discover how to perform at the highest level when it is the most critical time to do so and inspire them into their maximum potential.

This keynote serves leaders and teams who are:

- Being called to lead through innovation and uncertainty.
- Craving new approaches to harness leadership potential.
- Seeking improved methods to gain competitive advantage during disruption.

The audience will leave with:

- A proven framework for harnessing leadership, ingenuity, and innovative thinking during disruption
- The ability to rethink old approaches to disruption.
- Fresh strategies to face change and uncertainty.



Successfully Navigating Disruption in the “Age of Disasters”

Ultimately, no organization is immune from a sudden emergency. Floods, fires, earthquakes, and major chemical spills cannot be avoided, and can massively disrupt unprepared organizations. Organizations that successfully navigate them is not about who has the fanciest disaster plans or equipment, it’s about how to empower teams effectively when chaotic situations disrupt critical processes and functions.

There is no better person than Patrick Hardy, a internationally-decorated emergency manager who has prepared more organizations than virtually any other person who has ever lived for emergencies. Using his proven C3 Method through a variety of situations, teams will learn exactly what it takes to successfully negotiate an emergency situation, discovering the secrets of leadership when there is chaos.

This exciting keynote will conclude with a unique feature: a basic emergency run right in the room. He will simulate the response with a team in an exciting and upbeat event that will demonstrate his proven framework in front of the entire organization. It will be an exciting conclusion to this unique keynote.

This keynote serves leaders and teams who are:

- Aware that new, innovative strategies must be applied to disruptions
- Looking for an elevated experience that engages their workforce beyond a keynote
- Struggling to keep pace with the rapidity of disruption and change.

The audience will leave with:

- An adaptable framework to lead teams during any emergency or crisis
- Mindsets, tactics, and strategies to ensure a streamlined leadership and successful execution
- Insights from the world’s most resistant organizations and leaders



PATRICK HARDY

Patrick W. Hardy

Adaptation During Disruption

The business environment in the last decade has gone through some of its greatest challenges: from the Great Recession to the COVID-19 Pandemic, to the rise of AI, adaptation is proving to be the greatest asset in an organization's arsenal. Adaptation is more than simply refining a few strategies and procedures; it requires the rapid mobilization of the entire organizations' teams. But disruption doesn't have to be reactive; when teams are properly positioned, they can actually innovate and give a competitive edge to their organizations than before.

Through modern frameworks he designed helping organizations become the most resilient in the world, Patrick will provide a fresh perspective on adaptation in a rapidly changing business environment. Instead of simply reacting to disruptive event, they take anticipate them through careful but rapid investigation. In this inspiring, high-impact keynote, Patrick Hardy will show how adaptation can make the difference between facing a disruption and winning from it.

This keynote serves leaders and teams who are:

- Feeling pressure to adapt to uncertainty.
- Overwhelmed with the pace of disruption.
- Searching for innovative approaches and strategies to approach change.

The audience will leave with:

- A proven model for harnessing and applying creative energy in unpredictable situations.
- Innovative strategies to adapt leadership to disruption.
- Confidence to skillfully conquer and win during rapid change.



Leadership in Uncertainty

The Post-COVID world is rife with new challenges that can disrupt even the nimblest of organizations. Old models and outdated thinking create unnecessary vulnerabilities and don't account for the rapidly evolving business landscape. However, leadership during uncertainty and disruption is more than just placing your teams together and trying to dictate events. The most resilient are able to apply a leadership principle that proactively places teams on a footing to be ready for a disruption so they can take advantage of them to actually become stronger from them.

Patrick Hardy, will provide your team with a framework that is a practical approach to leading during uncertainty. Instead of reacting and trying to catch up, teams will learn how to apply it to everyday disruptions, so disruptions become a competitive advantage, not disadvantage. Taking his experience advising the largest companies in the world in the most competitive spaces, teams will discover how to be strengthened by disruption and convert it into an incredible tool.

This keynote serves leaders and teams who are:

- Seeking a fresh way to stand out and lead during disruption.
- Struggling to keep pace with uncertain times.
- Recognizing the need for reinvention but unsure how to proceed.

The audience will leave with:

- A modern framework for groundbreaking leadership during uncertainty.
- Practical techniques to quickly assemble and respond.
- Confidence to navigate successfully through any challenges and turn into success.