

Jim Steele

KEYNOTE OVERVIEW

THE DECISION ENGINE

Sustaining Leadership When Demands Don't Stop

Leadership teams face demands that compound and never let up. Many respond by pushing harder, which can erode focus, decision quality and the energy that drives results. This keynote helps leaders get the best from their people through a practical performance system that strengthens cognitive endurance, emotional regulation, and recovery rhythms without burning capacity.

The engine behind the session is $E+R=O$ (Event + Response = Outcome), the neuroscience-backed framework from Jim's book *Unashamedly Superhuman*. Leaders learn to choose response over reaction, shifting from overwhelm and resistance to agency and ownership. Grounded in cognitive neuroscience and human performance, and tested through Holistic Performance Lab (HPL), the lab Jim founded, every tool is usable the same day.

This is a leadership operating system, not just motivation.

What this session delivers

Leaders learn to turn over-extension into regulated endurance enabling clear and coordinated decisions in high demand environments.

Leaders leave able to:

- Manage energy and cognitive capacity with the same discipline they bring to strategy
- Maintain decision quality under sustained, compounding pressure
- Build recovery habits that keep performance consistent over time
- Show up at their best repeatedly, not in short bursts followed by decline

For leadership teams in high-demand environments where sustained performance matters more than short sprints

"Jim unpacks a modern toolkit of smart behavioural thinking while advocating radical new habits"

John Dore - Director of Executive Programmes
THE LONDON BUSINESS SCHOOL

