

Rick Searfoss

Speech Descriptions

LEADERSHIP, RISK TAKING, ATTITUDE (Purpose Emphasis)

Purpose-Powered Leadership! Solutions for a Mission that Matters

Purpose – Program – People – Perspective. True leaders balance all these elements to get the job done, build their organization, and uplift their followers. Colonel Rick Searfoss, Top Gun fighter pilot, test pilot, and astronaut, personally knows that mission success in any venture requires the utmost in purpose-oriented, trustworthy leadership. Too much is at stake for anything less than the real “right stuff!” Crucial strategically-focused, real-world lessons delivered with high energy for all leaders!

TEAMWORK, TRUST, ORGANIZATIONAL DEVELOPMENT (People Emphasis)

To The Top! Trust Based Teamwork

Secrets of effective, trusting teams. Astronaut crewmates must act in unity as a finely honed team, literally trusting their lives to one another. They also need to lead and motivate members of a vast variety of other specialized teams for the mission to succeed. It’s the perfect model for any ambitious team venture! Space Shuttle Commander and “team captain” Rick Searfoss shares these universal teamwork principles to accelerate your team's ascent to the pinnacle of cohesion and success.

INNOVATION, ADAPTABILITY, RESILIENCE (Perspective Emphasis)

Dare to Explore! How to Boost Insightful Innovation

Develop flexible adaptability and robust resiliency to embrace the opportunities change offers. Research, innovation, and the exploration of the unknown in space give startling examples of adaptability. Amplified with Rick’s unique current test pilot work helping develop leading-edge new technologies with the most creative private space companies of the new millennium, this program will prepare your team to innovate your way to a profitable and exciting future!

EXECUTION, ACCOUNTABILITY, MANAGEMENT (Program Emphasis)

Liftoff to Success! “Execution Excellence for Real Results”

Human space flight demands the relentless pursuit of execution perfection. Learn how to apply the real-life execution principles learned from leading Space Shuttle missions to your own dynamic business challenges. Colonel Searfoss’ Preparation, Awareness, Persistence, and Accountability Effective Execution System provide crucial keys for those in today’s difficult business environment who must get the job done, and done right!

Introduction: The 4P Leadership Performance Balance

The 4 P Leadership Performance Balance model featured in his book LIFTOFF: An Astronaut Commander's Countdown for Purpose-Powered Leadership also serves as the key organizing structure for all of Astronaut Speaker Rick Searfoss' leadership, teamwork, innovation, and effective execution keynote presentations.

This model employs interwoven elements of Purpose, People, Perspective, and Program. Every venture must effectively balance these elements for success. Each of Rick's four main keynote presentations emphasize one of these aspects while also connecting to the others. His customization process also incorporates inputs from client leaders and meeting planners to develop tailored presentations to effectively address the specific concerns and challenges of each client organization.

1. Purpose - The Why. Laying the foundation for business and team success begins with defining, understanding, and emphasizing the organization's purpose. Leaders must wisely choose challenging paths towards a mission that matters. This aspect highlights necessary strategic elements that must then flow into the execution process for success.

2. People - The Who. Results don't happen automatically. Execution excellence requires good people to produce effectively. For that to happen, leaders must strengthen their people as individuals and teams and reinforce a culture of unfailing trust. Coming from a culture and world where he and his teammates trust their lives to one another, Rick shows how to build those crucial team trust levels.

3. Perspective - The How. To optimize overall team performance, leaders must effectively balance many competing priorities. Perspective surrounds and infuses every other leadership and team element while providing the means and power to operate innovatively. Accordingly, this aspect of Rick's presentations shows audiences how to balance the endeavor while holding fast to correct and vital principles and values.

4. Program - The What, Where, and When. For the most effective execution, leaders should diligently apply a proven and specific model. Rick's PAPA Effective Execution System provides value-packed content for leaders to guide daily execution. The model, addressed in any of Rick's execution-oriented keynotes, presents a conceptual "orbit" where teams pace themselves amongst the four "satellites" of Preparation, Awareness, Persistence, and Accountability, all aligned towards the central "planet" of pertinent Objective-Centric Operations.

DETAILED KEYNOTE DESCRIPTIONS

POWERFUL PURPOSE

Purpose-Powered Leadership! Solutions for a Mission that Matters

Background: Commanding a successful human space mission requires the utmost in competent, trustworthy, and service-oriented leadership: the real “right stuff.” Too much is at stake for anything less. The challenges: formidable. The experiences: profound. The lessons learned: invaluable, for all leaders. This program will give you the leadership strategies and systems used by astronaut mission commanders so you too can lead when it counts.

Purpose: Learn how to apply real “right stuff” leadership attitudes, actions, and approaches so effectively lead in dynamic and challenging times.

Designed for: Today’s leaders, anyone needing to take their understanding and application of true leadership principles and techniques to a higher level.

Topics/Points Covered:

- Choosing the Hard
- Launching Passion
- Measured Boldness
- Flexible Adaptability
- Courageously Facing Reality
- Service Before Self
- Avoiding “All Airspeed and No Direction”
- Earning Trust
- Embracing Responsibility
- Promoting Wise Risk-Taking
- Developing “Smart Wingmen”

Special Features: presents essential principles of Purpose, People, Perspective, and Program that true leaders must balance to get the job done, build their organization, and uplift their followers. This high content program can be tailored for any size group in any duration from 30-minute keynote to full-day program and draws on breathtaking space mission imagery and video to amplify the message.

Results: This program will build and motivate leaders at all levels to boldly take charge and make a difference. Everyone completing this program will understand and be able to apply the real “right stuff” principles for effective leadership in their own organization.

PEOPLE – TRUSTING TEAMS
To the Top! Trust-Based Teamwork

Background: Successful human space missions demand that hundreds of different teams perform together flawlessly and consistently, with the flight crew as much at the top of their game as a World Series or Super Bowl team, and with the added pressure that crewmates must literally trust their lives to one another. An awesome model for any team venture, and this program will show you the astronauts' secrets for unrivaled teamwork when everything's on the line!

Purpose: Learn how to accelerate your team's ascent to your own apogee - the pinnacle of team cohesion and performance.

Designed for: all team players from rookie to mentor to leader, anyone who needs to work collaboratively in team settings

Topics/Points Covered:

- Trustworthiness – the “Zeroeth Order” Requirement
- Building a Common Shared Vision
- Tailoring Individual Strengths to the Team
- Training/Preparing Like It Really Matters
- Fostering Collective Courage
- Overcoming Complacency/Staying Teachable
- Mutually Supporting Your Crewmates
- Managing Crew Resources
- Welcoming Mistake-Driven Learning
- Productive Debriefing
- Developing a Culture of Inherent Success

Special Features: Trust-Based Teamwork draws on more than twenty-five years experience in every team role in fighter jet squadrons, test flying teams, space flight crews, and especially in serving as the prime team builder and leader as a Space Shuttle commander. This high content program is focused on what really works in executing effective teamwork, illustrated and amplified with unique real-world examples and magnificent imagery and video.

Results: Everyone completing this program will understand and be able to apply the teamwork model used by America's team – the astronauts – in successfully completing the most dynamic, difficult, and dangerous team undertakings on or off our planet.

PERSPECTIVE – INSIGHTFUL INNOVATION
Dare to Explore! How to Boost Insightful Innovation

Background: Flexibility, adaptability, and real-time innovation in dynamic, potentially life threatening situations - a must for astronauts like Rick Searfoss. Coupled with his extensive current work with the most innovative “New Space” entrepreneurial companies in existence, including test-flying the world’s only liquid-propellant rocket plane, this real-world experience allows him to present a unique program to present valuable lessons of real-world, leading edge innovation.

Purpose: Learn and apply the “Leading Edge” three-part innovation sequence to make continual, real-time improvements in business and personal operations and development.

Designed for: Individuals and organizations seeking faster, more effective development and execution of innovative processes, services, and products.

Topics/Points Covered:

- Operations innovation versus Development Innovation
- The Genius of A Thousand Little “Ahas”
- “Hyper-Observation” Need Assessment
- Culture of Possibilities
- Ever Onward and Upward
- Forging the Synergistic Operations Outlook
- Defining the Innovation Trajectory
- Disruptive Equals Constructive...
- Rapid Visualization, Modeling, and Prototyping
- Success is the Only Option

Special Features: Dare to Explore! blazes the trail to show you how to translate wishful desires to be more creative and innovative into discrete, actionable steps to innovatively improve business operations and development. This program can be presented in any duration from keynote to full-day program and is suitable for any size audience. Incorporation of not only spectacular space mission imagery, but relevant video of some of the planet’s most innovative activities and companies, magnifies this content-rich, value-added program.

Results: Everyone completing this program will be able to apply the leading-edge innovation steps in a specific, concrete way to make immediate improvements to how they do their job, operate their business, and envision the possibilities for future growth and development.

PROGRAM – EFFECTIVE EXECUTION
Liftoff to Success! Execution Excellence for Real Results

Background: No other human team venture demands the relentless pursuit of perfect execution as successfully flying humans in the demanding, difficult, and dangerous environment of space. Astronauts train to exacting detail to execute every aspect of their missions with precision and perfection, far beyond even the impressive efforts of others renowned for execution excellence like fighter pilots. Rick's PAPA (Preparation, Awareness, Persistence, and Accountability) Effective Execution System provides the major content for this presentation. Developed after many years' experience in the most demanding results-required execution settings possible, this model focuses teams to get real, meaningful results. The lessons are powerful, focused, and crucial for leaders in today's difficult business environment.

Purpose: Learn how to apply real-life yet out-of-this-world execution lessons gathered from leading human space missions to your own demanding situations and challenges.

Designed for: Leaders and team members desiring to raise both their own personal and team levels of execution excellence and effectiveness.

Topics/Points Covered:

- Objective-Centric Operations
- Defining the Mission Trajectory – What's the Plan?
- Getting the Whole Team to the Launch Pad – Operationally Effective Communications
- Preparing Like Your Life Depends on It
- Building Total Awareness
- The Discipline of Persistence
- Meaningful Accountability
- Using Stress to Your Advantage
- Accelerating the Pace of Execution – Staying Ahead of the Plan
- Flexibility, Adaptability, Agility – Keys to Survival and Success
- Constantly Pursuing Excellence

Special Features: Liftoff to Success! draws on more than twenty-five years leadership experience in fighter jet squadrons, test flying teams, space flight crews, as commander of the most productive science research space mission ever flown, and currently as a leader in the "New Space" entrepreneurial aerospace industry. This high content program is focused on what really works in getting things done, regardless of the harsh environment or pressures, illustrated and amplified with unique real-world examples and magnificent imagery and video. It can be tailored for any size group.

Results: Everyone completing this program will understand and be able to apply the execution model used by America's astronaut mission commanders in successfully leading their crews during the most dynamic, difficult and dangerous team undertakings on or off our planet.

ADDITIONAL SPECIALIZED PROGRAMS

Rick's focus as a speaker and author has always been primarily on leadership, teamwork, innovation, and effective execution. However, through the years and typically because of specific client requests, he has developed additional programs. These programs relate strongly to his 4P Leadership Performance Balance model, yet are more specialized. They run the gamut from a pure-entertainment general audience presentation on the human side of spaceflight to safety, sales performance, customer service, and resilience.

GENERAL AUDIENCE

Spaceflight – The Human Experience!

Background: Forging out boldly into dangerous unknown territory takes a special mindset and skills. Astronauts train continually to build this robust "right stuff" resiliency to handle emergencies and the forbidding environment of space. At the same time, the human adventure of flying in space is filled with sublime beauty, wonder, and amazing sensations and experiences.

Purpose: to entertain and inspire with the unique experiences of a flown astronaut and mission commander

Designed for: general audiences, all age groups, spouse programs, after-dinner or luncheon presentations

Topics/Points Covered:

- Astronaut selection and training
- Space program traditions and human interest stories
- Sensations, feelings, thoughts during launch, orbit, and reentry
- Serious side: firsthand stories of pilot and commander astronaut duties: responding to save Atlantis during one of NASA's most serious launch emergencies, landing the Space Shuttle, getting the mission done in orbit
- Lighter side: humorous anecdotes, images, and videos
- Sublime side: images and video of glorious Earth from space with awe-inspiring descriptions and recollections
- Humankind's potential and future in space

Special Features: Through fascinating stories, intriguing video, and breathtaking images, a fun and exciting journey to savor the unique human experience of flying in space. In a natural extension, a vista to a hopeful view of the amazing possibilities for humankind in our future. Entertaining and inspirational from launch to landing.

Results: Audiences entertained, inspired, and educated, leaving with a new appreciation for human potential and the future.

SAFETY
Safety, the Only Option

Background: His core business speaking topics of leadership, teamwork, innovation, and peak performance all tie in to effective safety programs. Colonel Searfoss has also created a fascinating and powerful safety-specific program.

Purpose: to provide focused tools based on extensive real-world system safety experience for any high-performance organization to operate more safely and effectively.

Designed for: All levels in the workplace, particularly at the operational, "get-the-job- done" level.

Topics/Points Covered: This program specifically benchmarks elements of safety success in high-demand, unforgiving, complex systems. It draws on the many powerful and positive examples of over forty years of human space flight and three missions personally flown. It also acknowledges and draws the hard lessons learned from America's three human space flight tragedies.

Colonel Searfoss Safety Experience:

- Over twenty years incident-free high performance military and NASA jet flying career
- Overall responsibility for safe and mission-effective crew performance for a \$500 million mission on a \$2 billion national asset
- Chief of T-38 Flying Safety, US Astronaut Corps
- Executive Safety Director, United Space Alliance (USA). USA processed and prepared the Space Shuttle and payloads for flight. Two-year assignment with responsibility for overall system safety programs for a work force of 3000 people and for strategic guidance to improve all phases of Shuttle ground operation.

Results: attendees will gain a deeper appreciation for wise risk assessment and effective actions in all operations.

PEAK PERFORMANCE FOR SALES GROUPS

Countdown to Success!

Background: The competition to become an astronaut is fierce and only the very peak performers – literally one in thousands – succeed. Much like in Sales! What leads to such competitive success? Constant, dedicated pursuit of outstanding individual performance. This program will arm you with the secrets of the astronaut achievement tool kit to launch on your own trajectories to peak personal effectiveness in sales or in life!

Purpose: Learn how to unlock your potential for sustained outstanding performance in pressure-packed, dynamic, and competitive environments.

Designed for: Anyone who desires to raise their own personal work performance and goal achievement to a higher level, specifically tailored for sales groups.

Topics/Points Covered:

- Mission that Matters
- Choosing the Hard
- Overcoming Complacency/Staying Teachable
- Measured Boldness
- Using Stress to Your Advantage
- No-Stone-Unturned Preparation
- Total Awareness
- Always Pressing Forward
- Close on the Target, Close the Deal!
- Embracing Responsibility
- Constantly Pursuing Excellence

Special Features: Through dozens of specific, relevant examples illustrated within the fascinating backdrop of astronaut training and preparation, this program will guide you on a trajectory to learn how to set and reach your most treasured goals. Armed with the astronaut achievement tool kit and sustained, dedicated effort, you too will see out-of-this-world results.

Results: Completing this program will enable you to apply specific processes and techniques to launch your own ability to consistently perform at the highest levels and achieve the most challenging goals in your own personal orbit.

CUSTOMER SERVICE
The Mission that Matters!

Imagine leading a 500 million dollar project that was over 8 years in development, and which peaked in a short 16 day window. Now consider delivering a unique service in one of the most hostile and unforgiving environments possible, on behalf of thousands of clients and customers who gambled their professional hopes, dreams, and future on your performance.

The Service: Safely and effectively executing NASA's most complex and ambitious science research mission ever.

The Goal: To prepare, launch and bring home the Space Shuttle Columbia, the crew, the lab and the data - for NASA and America. And land the Space Shuttle at Kennedy Space Center with the heaviest payload in history and all the eyes and the media around the world watching you.

The Providers: Mission Commander Rick Searfoss and the crew of Mission STS90.

The Commander's Key to Success: Constant, unrelenting focus on the clients and customers and their objectives. In this case, it is the leaders, pilots, engineers, scientists, mission specialist and support team that need an ultimate dedication to achieving for them a historic mission that truly matters.

The Take Away: Unique, pertinent, valuable benchmarks and lessons for any business venture, group of clients, partners, vendors and customers in any industry.

RESILIENCE
Overcoming Adversity in Today's World

Background: Forging out into dangerous, dynamic, risky territory takes both a special mindset and extensive skills that lead to robust resiliency. Astronauts train continually to deal with adversity, emergencies, and “off-nominal” situations. Their experiences provide powerful tools for overcoming adversity in uncertain, tough situations.

Purpose: Prepare for the future by understanding and applying key principles to effectively focus on business success and growth in challenging, turbulent times.

Designed for: Teams and individuals committed to success regardless of current challenges or difficulties.

Topics/Points Covered:

- Choosing the hard – how determined mission focus overcomes competition
- Total awareness – of environment, threats, self, team – key to sensing and adapting to trends driving the future
- Adapting and thriving on stress (“No use dying all tensed up!”) - what you must do to face constantly changing global, political, and technology realities
- Always pressing forward – creating courageous commitment
- Seeing and seizing opportunities – for business and personal growth and development
- Flexible optimism and dynamic tension – creating the right balance between sense of urgency and maintaining big picture perspective to optimize team performance
- Staying out of the snake pit – maintaining control and strengthening your team’s sense of ownership to overcome multiple pressing dangers

Special Features: Through specific, relevant examples illustrated within the fascinating backdrop of astronaut training and preparation, this program will teach you the key principles astronaut pilots and commanders use to succeed in the face of intense pressures, constraints, and adversity. Adaptable to any duration from keynote to full-day program, it may be customized to focus in detail on any of the topics above plus the group’s specific issues, and is suitable for any size audience.

Results: You will strengthen your own and your team’s resilience, adaptability, and ability to forge ahead. Reach greater success in challenging, competitive, tough times and environments as you apply the lessons and examples of “Right Stuff” Resilience.