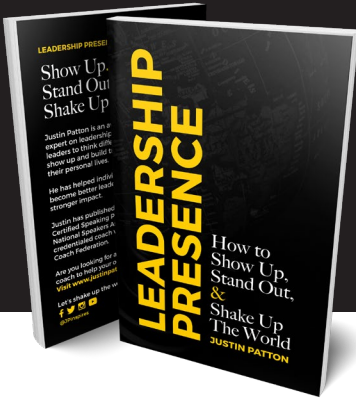


Clarity Under Fire

COMMUNICATING WITH CONVICTION AND LEADING WITH COMPOSURE WHEN IT MATTERS MOST



KEYNOTE DESCRIPTION

Every executive has had that moment.

The question you didn't see coming. The room that turned. The announcement that landed wrong. The conversation that went sideways before you could find your footing.

In those moments, it doesn't matter how prepared you were or how long you've been in the room. What matters is what you do in the next ten seconds. Because that's when your credibility is either protected or lost. *Clarity Under Fire* is built for exactly that moment.

In this high-impact executive session, Justin Patton gives leaders a practical framework for staying clear, composed, and credible when the pressure is highest. Using the Trust Triangle — transparency, tact, and togetherness — executives learn how to regulate their response, choose their words with precision, and lead with the kind of presence that holds a room even when everything is uncertain.

Because the leaders people trust most aren't the ones who have all the answers. They're the ones who stay clear when everyone else goes dark.



PROGRAM OBJECTIVES

- ✓ Protect credibility in the glimpses by adjusting presence and language fast
- ✓ Regulate your response in the moment so pressure never hijacks your presence
- ✓ Be brief and brilliant using a proven message structure that holds a room under pressure
- ✓ Lead with the Trust Triangle so every high-stakes response builds credibility

CLIENT TESTIMONIAL

"Justin's executive leadership session was relevant and engaging and one of the best I've participated in during my career here at CFC."

Senior Vice President, National Rural Utilities Cooperative Finance Corporation

