

Adding Value: A Nobel Prize Decision-Making Approach

KEYNOTE SUMMARY

Everyone knows strong values are important, but can values really be used to make better decisions in the workplace? Isn't it enough to have a high IQ, emotional balance, and a good personality? How do individual values align with corporate values? How do our value systems impact the 'judgment calls' made throughout the organization each day?

In this provoking and engaging presentation, Mark Nation uncovers how sustained good judgment is the key to individual and organizational success. He shares how the technology-enabled work of a Nobel Prize-nominated philosopher has been used in organizations such as Memorial Hermann Healthcare, Blue Cross Blue Shield, Yale, Mohawk Carpet, and many others to measure values, improve judgment, and turbocharge leadership decisions.

A variety of short, values-based assessments are available to supplement the keynote; audience members often take one of the assessments prior to the general session. Separate 1-on-1 coaching and team workshops are also available.

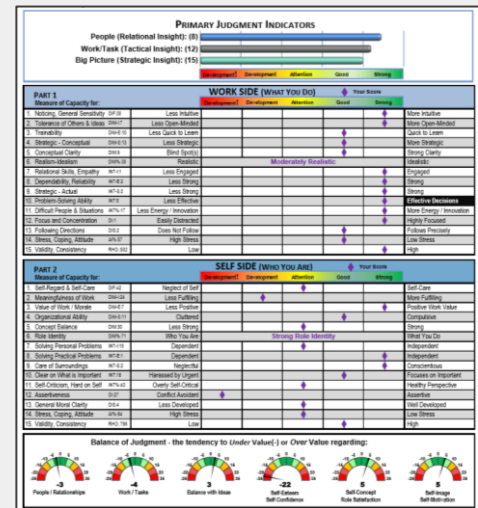
DISCUSSION TOPICS

- From Boardroom to Mailroom: *Good Decisions Matter*
- Why IQ, Emotional Balance, and Personality tests *fail*
- Ultimate success is based on strength of judgment
- Value Systems drive how all decisions are made
- Values can be measured, compared, and optimized
- Adding Value to the equation improves *everything*

KEY TAKEAWAYS

Adding Value can improve judgment strength in 70+ key areas:

- Decision-Making Ability and Style
- Work Ethic; Dependability; Reliability
- Focus and Concentration
- Morale and Positive Attitude
- Self-Motivation
- Ability to Lead and Absorb Change
- Trustworthiness and Integrity
- Stress Coping Skills
- Assertiveness
- Resiliency; Judgment under Stress



“Adding Value is the Key to Decision-Making Success”

Mark Nation on Adding Value:

“Our values inform our judgment, guide our decisions, and ultimately determine our results. Adding value injects positivity into every facet of business and life.”

ADDING VALUE ACROSS THE ENTERPRISE

Values-based decision-making helps leaders and organizations across every function:

- Strategic Planning
- Leader Development
- Top Performer Benchmarking
- Promotion and Succession Planning
- Mentoring Programs
- Job Fit and Workforce Selection
- Team Design and Development
- Engagement and Retention Programs
- Safety and Risk Management
- Stress and Wellness Management

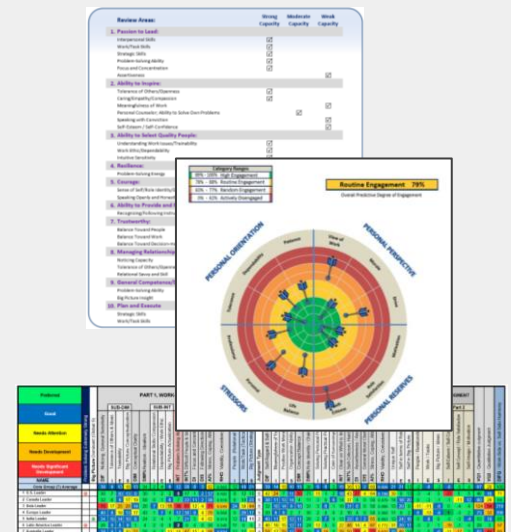
PRAISE FOR ADDING VALUE

“Mark has some of the most insightful and powerful assessments I’ve ever used. I find myself frequently using his ideas and concepts with my teams.”
—Shauna Finnie, People Operations Executive, Google

“Mark’s values, judgment and decision-making frameworks are extremely useful. I was amazed by the depth of insights he shared with us.”
—Ryan Hodgson, Partner, American Industrial Partners

“Mark never fails to deliver value; I highly recommend him to large companies as well as startups and motivated individuals.”
—Julia White, Vice President and Corporate Officer, Microsoft

“An incredibly interesting leadership framework, assessment, and conversation. Give this topic serious consideration—you won’t regret it.”
—Derek Schrader, Partner, TruePoint



ABOUT MARK NATION



Mark Nation is a globally-recognized management expert, leadership consultant, executive coach, author, and speaker. He is CEO of Nation Leadership, and President of the Made for Amazing Project™. He has led start-ups and served in regional or global executive roles at SAP, JDA Software, Siebel Systems (Oracle), and UNUM. Mark has worked across every key business function in five industries, developing products, partnerships, and people on six continents.

Mark holds a B.S., *summa cum laude*, from The University of Tennessee—Chattanooga, and an MBA from Harvard Business School. He is a former professional musician and Ironman triathlete. Mark’s work and travels have taken him to 40 U.S. states and 35 countries, where he has managed, performed, or spoken to over 300,000 people. When not traveling, Mark is based in Tennessee with his wife and two children.

To schedule Mark to speak at your next event, contact Nation Leadership at (423) 847-2678 or info@nationleadership.com.