# YOUR PEOPLE AREN'T CHECKED OUT. YOU'VE CHECKED THEM OFF.

The leadership wake-up call that challenges how we see, value, and unlock the potential of our people.

## FULL DESCRIPTION

Every team has people who have been quietly written off. Somewhere along the way a label stuck: disengaged, difficult, underperforming. Once it sticks, leaders stop asking questions and start managing around the person. The potential is still there. Nobody is looking for it.

April went from foster care to the Pentagon because one leader looked again. In this keynote she draws on that moment, her Army service, and 18 years leading customer-facing teams to show leaders how to see the people they've checked off, and how to earn back the trust that brings them in. Because people trust leaders who see them.

### SHORT DESCRIPTION · FOR EVENT PROGRAMS

Your people aren't checked out. You've checked them off. Drawing on her path from foster care to the Pentagon, US Army veteran April Martini shows leaders how to see the people they've written off and earn the trust that brings them back in, using the Recon Method: Recon, Reframe, Recommit.

## LEADERS WALK AWAY WITH

01 The Recon Method, a three-step practice they can use in their very next one-on-one.

02 A way to spot the labels quietly shaping how they see their people.

03 Language for the conversation that gets the truth from the person, not about the person.

04 A clear way to rebuild trust through consistent action.

## THE RECON METHOD

### RECON
Get the truth from the person, not about the person.

### REFRAME
Question the story you've been told.

### RECOMMIT
Prove it with consistent action until trust is earned.

## FORMATS

### KEYNOTE
The full message for conferences, leadership summits, and all-hands meetings.

### LOOK AGAIN™ LAB
Half-day workshop. Leaders practice the Recon Method on real situations from their own teams and leave with a plan for their next one-on-one.

### WHO DID WE WRITE OFF?
Executive session. A facilitated working session for senior teams to name who has been overlooked and decide what to do about it.