



**Keynote Session Abstract**  
**Annual Executive Business Forum**  
**June 4 - 6, 2018**

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**Session title:**

How to Develop a Winning Attitude and Set a Gold Standard

**Keynote speaker:**

Brigadier General Rebecca Halstead, U.S. Army (Ret.); Founder, STEADfast Leadership, LLC

**Session description:**

General Becky Halstead will share leadership experiences and principles from her three decades on and off the battlefield. Halstead was the Brigadier General in Iraq from 2005-06, marshaling a team of 20,000 to support the 250,000 troops in country. Critical to her success was leading with a winning attitude. Whether this meant projecting calm in the face of chaos, embracing tumultuous change, championing innovative solutions, managing huge risk, or steering the mindset of an entire organization, a positive and inspiring disposition were the cornerstones of Halstead's success.

**In this session you will gain the secrets of...**

- Being a steady source of strength for those in your charge
- How the lessons of the battlefield translate to the boardroom
- The importance of clarity and conviction when articulating a vision