



## THE KEYNOTE

## HARD OR WRONG

Most keynotes end with a feeling. This one ends with a decision your team has already made.

45 TO 60 MIN · VIRTUAL OR IN-PERSON · INTERACTIVE

## THE PROBLEM

## YOUR PEOPLE CAN'T TELL THE HARD CALLS FROM THE WRONG ONES

Every leader in the audience is carrying a decision they've been avoiding. The pain of that decision is either a warning that says stop or a toll you pay to keep going, and the two feel identical. So smart people finish the wrong things and quit the right ones. Terry gives them the test that settles it with evidence.

## WHAT MAKES IT DIFFERENT

## THE ROOM RUNS THE TEST LIVE

Halfway through, every phone comes out. Attendees run a real decision through the Hard or Wrong test on the spot, including one stuck initiative the whole room resolves together. No app, no account, no IT approval. Just a QR code and a decision that finally gets made.

## WHERE THE TEST TRAVELS

The same room applies it to AI adoption calls, to coming back to work after a personal loss, and to the coworker they can't find a way to work with. Business decisions and human ones, one tool.

## WHAT YOUR AUDIENCE LEAVES WITH

## 01 THE TEST, IN THEIR POCKET

The Hard or Wrong card for every attendee, plus a manager version built for 1:1s.

## 02 A DECISION ALREADY MADE

Every person runs one real stuck decision through the test during the session.

## 03 ONE QUESTION THAT STAYS

"Are you building the life you want, or managing the one you ended up with?"

## FOR EVENT PLANNERS

- Pre-event call plus attendee diagnostic. The keynote is built around your room.
- Content aligned in advance. No surprises on stage.
- Every attendee gets the card and a 30-day follow-up worksheet.

"People built actual tools on their phones. Not demos. Working tools they walked out with and used the next morning. Months later, people from that session are still talking about it. That does not happen after a keynote."

AMY NELSON · FOUNDER, THE RIVETER



Terry has led keynotes and trainings for teams at Google, Amazon, EY, Berkshire Hathaway, Walmart, Verizon, Estee Lauder, and L'Oreal. Featured on Good Morning America, SXSW, Entrepreneur, and Prime Video's 60 Day Hustle.

## BOOK TERRY

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