THE RIGHT THINGS FIRST:
WHY THE SMARTEST PEOPLE IN THE ROOM STILL CHOOSE WRONG

Your team already knows what matters. The problem is choosing it when it counts.

Ask any leader on your team what matters most and they'll answer without blinking. That was never the gap.

The meeting runs long again, and everyone stays. A request lands, and nobody has the nerve to turn it down. The project nobody believes in gets a better tracker, a cleaner process, and another quarter of funding, because stopping it feels harder than continuing.

The Right Things First runs on one idea: ***relentless prioritization beats endless optimization. Every time.***

Takeaways

- ✔ **How to spot a team polishing the workaround while the real problem stays put.**
- ✔ **Six questions: three that find the real bottleneck, three that test whether a solution earns its place.**
- ✔ **Ability, Capacity, Agency: find out why you're stuck before you pick a fix.**
- ✔ **A gut check: if someone followed you for three days, would they see your stated priorities?**
- ✔ **One guardrail, written in the session: "When ___, I ___."**

[Watch The Right Things First](#)
(mini keynote)

Who it's for: Teams and leaders at any level.

Format: Keynote. Pairs naturally with ***Reclaim Your Workday*** as a follow-up working session.

Companion to the book: ***The Right Things First: A Pocket Guide to Relentless Prioritization****, by Marcey Rader.*