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 gap shows up in the meeting that runs long anyway. In the request nobody had the nerve to say no to. In the project everyone keeps funding because stopping it feels harder than continuing it. Your team isn't confused about priorities. They're losing the moment when priorities are actually chosen.

The Right Things First runs on one idea, driven hard enough to change how a room chooses, and one guardrail each person sets for themselves before they need it. The idea**:** **relentless prioritization beats endless optimization.** It's why that project nobody's willing to kill keeps eating the calendar anyway. The guardrail isn't handed to anyone; everyone names their own, live in the room, specific to whatever's actually costing them right now, not a generic rule where everyone gets the same version.

One idea, delivered hard enough that a room sees it in their own choices, before the keynote ends.

Watch The Right Things First
(*mini keynote*)

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.*