



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



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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 gives leaders one idea and one guardrail, a rule they set for themselves before they need it. Nobody hands it to them; they build it live in the room. The idea: **relentless prioritization beats endless optimization.** It's why that project nobody's willing to kill keeps eating the calendar anyway. The guardrail: leaders leave having named their own, specific to whatever's actually costing them right now, not a generic rule everyone gets the same version of. One idea, delivered hard enough that a room sees it in their own choices before the keynote ends.



[Watch Marcey's TEDx
Talk on Prioritization](#)

Format: Opening keynote. Pairs naturally with *Reclaim Your Workday* as the following working session.

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