

STEVE ARMSTRONG

The Crisis-Tested Mindset: Leadership from the Frontlines

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Location: Calgary, AB (Available Globally)

The Promise

In an era of relentless uncertainty, traditional leadership theory falls short. Steven Armstrong—a veteran of the Canadian Armed Forces and the Red Cross—brings four decades of experience from the world's most complex environments to your stage. He equips leaders to move beyond managing to inspire through a practical, human-centric approach.



The Topics

● Leading Through the Fog

Theme: Navigating Uncertainty

Focus: Making sound decisions with only 60% of the information and maintaining morale when the roadmap is constantly changing.

● Beyond the Title

Theme: Authenticity as a Competitive Edge

Focus: Why leadership is built on trust, not a title. How to be "Humble, Hungry, and Smart" to create high-performing teams.

● Resilience Under Fire

Theme: Prevent Burnout & Promote Cohesion

Focus: Identifying "Quiet Crises" before they explode. Tactics for organizational health that buffer against stress.

● The Accountability Bridge

Theme: Moving from Vision to Execution

Focus: Closing the "Strategy-Execution Gap" by auditing your rhythms and removing the friction points that slow down results.

WHY PARTNER WITH STEVE?

- **Custom-Tailored Content:** No "canned" keynotes. Every talk is adapted to your industry's specific language and goals.
- **Battle-Tested Frameworks:** From Tsunamis to Wildfires to Combat Steven's lessons are forged in real-world crises.
- **The "Plus-One" Advantage:** Every booking includes a post-event Implementation Guide to ensure the message leads to lasting change.

"Steve is my go-to guy when I need a sober second opinion. If you want the unvarnished truth that comes with a lot of laughs, he is the guy."

— Greg Shumlich, Managing Director, Acquest Properties Ltd.

