



How Great Leaders Change the Game

In this keynote, Eric Crowell will share with the audience how great leaders are able to create future possibilities that lead to game changing value by applying the 3 key principles of focus, observation, and deep listening.

Using the 3 key principles, Eric will speak to the **"Circle of Support"** that outlines how focus, observation, and deep listening align to create game changing value.

The Power of Focus

Great leaders harness the "Power of Focus" by developing practices that improve their "Quality of Attention" to support being a great observer of their surroundings. Distractions are one of the key factors that impact the performance of great leaders. From this principle, leaders learn how to get and stay focused on the task at hand by blocking out distractions so they can listen and ask the right questions to formulate the right information to make quality decisions.

The Power of Observation

Once a leader can harness the power of focus, they can then learn to leverage the "Power of Observation" to begin to see future opportunities that are emerging all around them. Using their observation skills (looking, listening and sensing) to see patterns and trends that are unusual or unique that will support their company's future growth.

The Power of Deep Listening

Great leaders understand the art and power of deep listening. Deep listening comes from focus and observation where you can hear what people really want and what is important to them through their complaints and concerns. Through deep listening, great leaders can transform organizations by listening for the future and possibilities.

You will leave this keynote feeling inspired and highly energized to find future possibilities where you and your team can change the game and differentiate your company in the marketplace.

Time: 90 minutes

Video: [Creating a Culture of Deep Listening](#)

“CIRCLE OF SUPPORT”

**Create Game Changing Value through
Focus, Observation and Deep Listening**

