

LISON Mage

# Get A Purple Team

Keynote Extended Brief



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# About Lison Mage



Lison Mage is an author, corporate facilitator, high-performance coach.

She works primarily with technology companies to elevate engagement, improve wellbeing and increase performance by providing their leaders and teams with practical and science-based strategies and tools, to foster cognitive diversity and enhance their decision-making processes.

Ex-engineer, she went through a massive career change after working on three different continents in some of the major software companies such as Salesforce and Oracle, to embrace her vocation: empowering people and teams to perform at their full potential.

She is the author of *Act Before You overThink: Make Decisions Easier and Liberate Your Mind*.

For her research, she interviewed more than 365 overthinkers, backed up her findings with psychological studies and behavioural sciences and transformed them into invaluable insights, offering actionable solutions to free your mind, skyrocket your productivity and improve your wellbeing.





## They Trust Lison



THE EXECUTIVE CENTRE



**Matthew Waugh - Director of Sales & Business Development**

*Equal Experts*

Lison did a keynote presentation for our global community of practitioners. It was one of the most engaging presentations i have been fortunate enough to be involved in.



**David Fenner - ANZ Sales & Channel Director**

*Ruckus Network*

Thank you Lison for providing a truly thought provoking presentation at our RUCKUS MiniDogs Partner Conference in Hobart.

As we had discussed prior to the event I thought that the audience would provide you with a challenge, but as you had promised you delivered on exactly to the brief, in a fun and informative way.

When the opportunity presents itself I will certainly be reaching out again to leverage your insights to develop on the groundwork that has been put in place, and would highly recommend you to any potential clients.



# Keynote Brief

How to make better decisions faster?

In her interactive keynote, Lison Mage answers this question like no other sharing the game-changer concept of “purple team”, to improve our decisions and team performance.

Lison explains how to use this innovative technique to remove blind spots, tackle flawed assumptions and challenge status quo cultures. Going one step further, she gives the keys for leaders to effectively assemble powerful “purple teams” and leverage cognitive diversity. All attendees will:

- Gain insights into the business benefits of cognitive diversity,
- Learn how to make better decisions faster with purple teams,
- Know how to overcome the ‘echo chamber’ and encourage one’s to think differently.
- Feel empowered for their next decisions to come.

Don't wait and join Lison for this exciting experience! It's time to think remarkably and act decisively.



# Keynote Details

**Event Name:** To Make Better Decisions, Get A Purple Team

**Event Speaker:** Lison Mage

**Event Language:** English

**Event Venue:** In-Person or Online Event

**Event Duration:** 1 hour

## Agenda:

0:00 to 0:02 - Welcome & Introduction

0:02 to 0:50 - Keynote Delivery (including with games, polls and other audience interactions)

0:50 to 1:00 - Q&A with Lison

## Special Request:

Technical setup (sound, video, software features such as polls) have to be tested in a separate session prior to the event with Guy Langlois (Business Manager).



# Keynote Content



## Why Purple Teams Make Better Decisions?



One most effective way to improve our decisions is to team up. But which kind of team should we look for?

As we discover the differences between tactical and problem-solving cooperation, we learn why increasing cognitive diversity in teams directly leads to higher level of performance and better decision-making processes.



## How To Make Purple Teams Work?



In the second part, we unveil the reasons why businesses often fail to leverage effectively cognitive diversity.

We go through the concept of blue and red teams, taken from the military, to find out the 3 most common pitfalls to form a performing purple team and what can be done to avoid them.



## How To Reveal The Purple In Your Teams?



Lastly, we present how you can unleash the true potential of your teams.

To leverage cognitive diversity and get purple teams, no need to fire anyone and hire new members.

Instead, leverage the 3 core rules of purple teams to transform yours, elevate their performance and decisions skills.





# Keynote Content



## Time To Take Action!



As the keynote ends, it is time to take action!

Lison usually discusses with managers and team members what is the one thing they will take out from their exchange and implement straight away to immediately have results.

This time can also be used to answer questions from the audience.



## Fun And Interactive



The keynote is designed to be interactive and regularly solicit the audience through questions, games and quizzes.

These interactions are unique, uplifting and will create a memorable moment attendees will be able to discuss, share and remember for the months and years to come.



## Keynote Outcomes



The keynote elevates attendees' awareness of the benefits of cognitive diversity to boost team performance and improve decision-making, while giving them the fundamentals Do and Don't to form purple teams.

Beyond this, the keynote pace, ingenuity and novelty make it an unforgettable experience, bounding teams, broadening their thinking and igniting their spark for action!

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