



# SPEAKERS KIT



# HIGH S T A K E S



DECISION MAKING  
WHEN THE NUMBERS DON'T TELL  
THE WHOLE STORY



## WHAT TO DO WHEN THE NUMBERS DON'T TELL THE STORY

*Too much control and not enough freedom can be fatal. Strength may be irrelevant. Brilliance may only bring you to the brink of disaster. Using all of the traditional success methods may only be leading you carefully down to destruction.*

*Decisions that enable both sides of the brain are the key currency in an innovative organization.*

### ***Are you charting an innovative Investment Universe?***

Participate in a world class presentation, that is visionary, hard-edged, structured, and multidimensional at the same time.

### ***How do you avoid seismic disruptions in the private equity market?***

Learn how to enable both sides of the brain when making complex decisions, creating more intelligent options, and solving entrenched problems.

### ***What do you get from Richard and Arden?***

A presentation that is fast paced, based on principles, case studies, active involvement, and enough “popcorn and candy” to keep you coming back for more.

### ***What do you take with you when you leave?***

- Knowledge of how to use both sides your brain in complex situations.
- See the holes and omissions in your approach.
- Problem solving tools to empower your decision making and back fill for holes and omissions.





# PRESENTATION CONTENT

## *Dynamic Duo: Richard Dance & Arden Dean*

*Whether you are an investor, a fund manager, or an advisor, control and freedom are essential to your decision making process. Decisions are your key to moving into the top echelon of your industry. Being first has enormous profit possibilities.*

***Enabling both sides of the brain gives you a powerful strategic advantage. The rewards can be staggering.***

### **Introduction**

Whether you are involved with private equity funds, private banking, a private investment group, high net worth individuals, mezzanine funds, commercial banks, hedge funds, merchant banks, or venture capital, decision making is at the center of your value proposition. Understanding the disruptive relationship between right and left brain thinking is at the core of everything you do.

- Case study: Clayton Christensen's disruptive change, Einstein's divine gift, animated video, *How to Be a Fox in a Porcupine World*.

### **Learn how to turn conflict and disagreement into synergy**

Resolving the conflict between freedom and control, adaptability and alignment:

- Enable both sides of the brain to resolve conflict and disagreement, increase options, and make complex decisions.
- Exercise: define personal decision type on the Intuitive/Deliberative Decision Model Scale using black and red ink and a T diagram.

### **Case Studies, how to's, and hands on exercises to give you a powerful strategic advantage**

- **Decision Failures:** When Marketing Myths, Faulty Forecasts, and Financing Fiascos Converge
- **First Mover Position:** Demonstrate a balance between deliberative and instinctual thinking.
- **Imprisoned By Data:** When checks and balances reinforce bad investment decisions and business media and stock market analysts get it all wrong

### **Conclusion**

Implementing a decision model that enables both sides of the brain ensures more power to produce. By increasing options through the negotiation process more intelligent outcomes are possible. Problem solving tools expand your vision and bring negotiating strategies and tactics into the real world.



## SPEAKER PROFILES

*These two innovative thinkers take diametrically opposing concepts and form them into a unique and original service.*



**Richard Dance** is President of 1031 Exchange Coordinators, Vice President of Capital Markets for KBR, a Wall Street private equity firm, and a Partner in SoftResources LLC. Dance brings 20 years as a corporate officer, 10 years in public accounting, and experience founding and selling a number of companies. He speaks several times each month all over the USA, has discussed tax strategies on radio shows and writes for real estate publications. He has testified before the IRS, the US Treasury and the SBA in Washington, DC. He led the Pacific Northwest computer consulting practice for KPMG. He is the author of several books including Bank of America's course on Accounting & Finance for Small Business. In 2004 he was named the top business advisor to the Marriott School of Management e-Business Center at Brigham Young University.



**Arden Dean** is the visionary founder of The Foundation for Entrepreneurial Economics and the founder and CEO of Arden-Dean, Inc. Arden is a serial entrepreneur with decades of experience in boutique consulting and software engineering, most recently in wireless software development and operating system concept design for Bluetooth and DSP based products. Early in her career she was involved in an IPO and two over-the-counter trades on the London and the Vancouver Stock Exchange. She is the author of the *Power to Produce Framework*, a multi-relational principle centered framework for mighty change. She is a conference planner *par excellence* and her goal is to spark a rebirth of imagination in the business community. All her on-line training and software development products are designed to enable the imagination of the user. Dean can download her energy and enthusiasm to a wide audience. She is the author of *Entrepreneurial DNA: 9 Secrets Behind America's Global Economic Leadership* and *Personal Power Strategies: The Economics of Deep Spiritual Space*.

Contact Arden Dean 425-213-8775



## COMBINED SPEAKERS CLIENT LIST

ARDEN & RICHARD

*Two "sleeves rolled up" types  
who get things done for their customers.*

Bank of America  
Texas Pacific Group  
Motorola  
Boeing  
US West  
Exxon  
AT&T  
Deloitte  
Weyerhaeuser  
Times Mirror  
Evans & Sutherland  
Rational Software  
Simpson Timber  
Blue Cross  
Oracle  
British Columbia Systems Corporation  
MacMillan Bloedel  
US Federal Government

Commonwealth of Pennsylvania  
The US Treasury Department  
US Internal Revenue Service  
US Small Business Administration  
Halifax Port Authority  
Toyota Motor Sales USA  
QUALCOMM  
Navigation Technologies  
Transmountain Pipeline  
Holland America Cruise Lines

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