

EREZ AVRAMOV

KEYNOTE SPEAKER KIT

THE HIDDEN COST OF INDECISION

Decide faster. Execute sooner.



Decision-Making Keynote Speaker · Former Air Force Commando · TEDx Speaker



YOU DON'T NEED ANOTHER SPEAKER TO MOTIVATE YOUR MANAGERS FOR AN HOUR.

You need someone who changes how they decide and follow through on Monday morning.

Most leadership teams don't have an information problem. They have a decision that's been sitting on the table for weeks, or months, and everyone in the room knows it.

The money isn't lost on the call. **It's lost between deciding and doing.** The decision made in March is still waiting in June. The same issue is back on the agenda. The owner leaves for three days, and everything waits.

Every stalled decision has a price: lost months, re-argued meetings, good people waiting on a call that doesn't come. Most leaders feel it. Few can name where it's coming from.

This keynote names it. Your audience sees the four places time gets lost between deciding and doing, works on one decision they're carrying right now, and leaves with a move they can use the next morning.

For you, it's something your audience hasn't heard before, and something they can actually use. Every attendee takes the Decision Diagnostic, and you get a summary of where your room gets stuck, with the numbers.

MOTIVATIONAL SPEAKERS SHARE AMAZING STORIES OF SURVIVAL. BUT IT'S HARD FOR AN AUDIENCE TO RELATE TO THEM, OR USE THE LESSONS. **EREZ IS DIFFERENT. HE MAKES BOTH SIDES WORK.**

Erez has made decisions most people never will. As an Air Force commando. Through three near-death experiences. And in a hospital in 2013, when he chose to have his leg amputated, against the advice of three of his four surgeons.

The stories matter. But they're not the point. Each one was a call made under pressure, without certainty, with a cost either way. **Your leaders face the same kind of call.** Different stakes, same pattern.

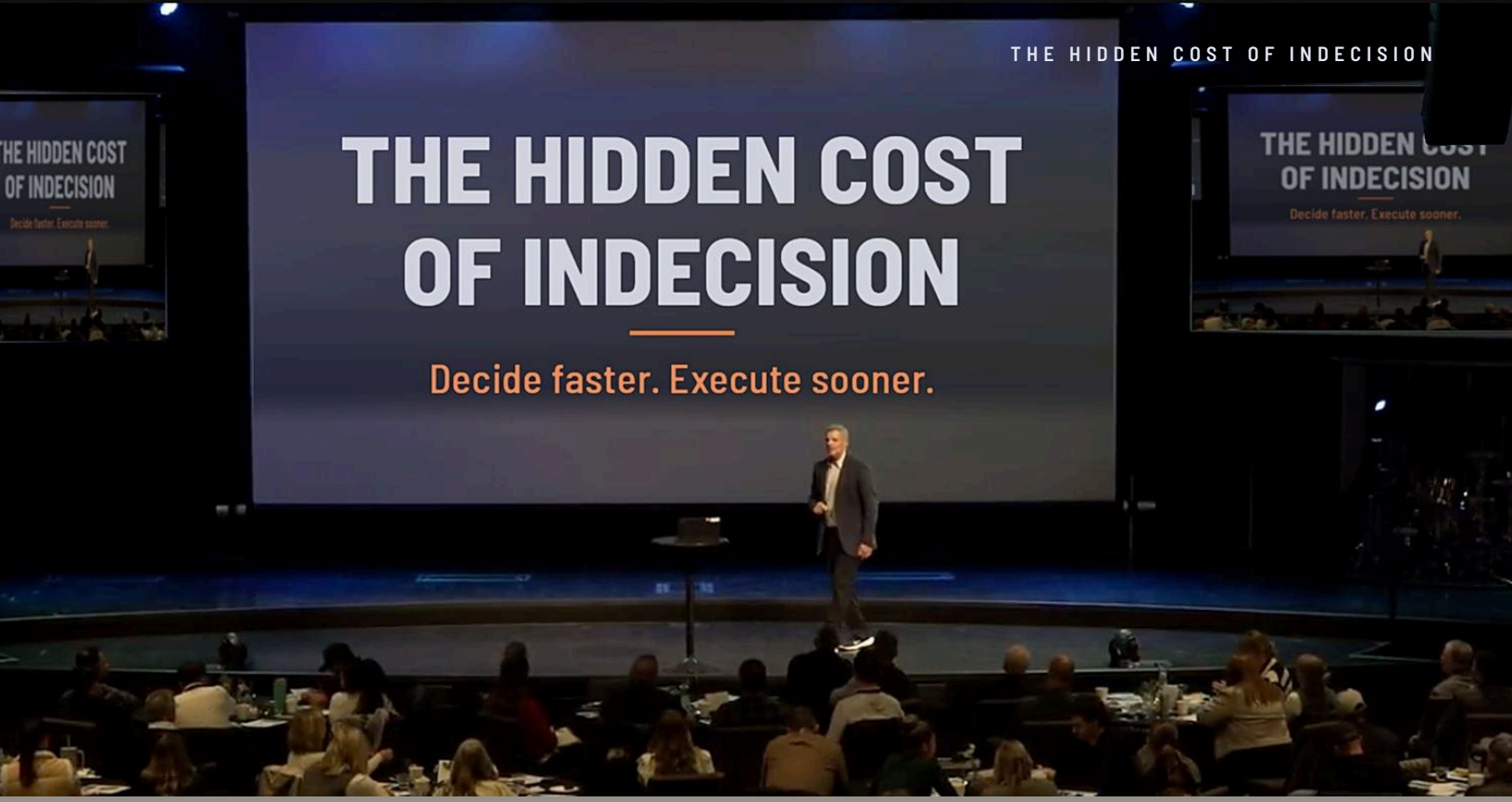
For the last seven years, Erez has turned that pattern into a model he refines with owners and leadership teams: four places decisions stall, and one practical move for each. Story. State. Decision. Ownership.

On stage, your audience gets the story and the tool together. Each person works a decision they're carrying right now, and leaves with a move they can use the next morning.

And it doesn't stop when he walks off stage. Every keynote includes the Decision Diagnostic for your audience, and leadership teams can take the model further in a workshop.

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AN AUDIENCE FORGETS MOST OF A TALK.

THEY REMEMBER THE DECISION THEY FINALLY MADE BECAUSE OF IT.

Erez tells real stories, with humor, and without dressing them up. But the stories never carry the talk on their own. Each one opens onto a decision someone in the room is carrying right now.

In short: the stories hold the room. The model gives them something to do with it.

Before the event, Erez talks with you about who's in the room and what they're facing, so the talk lands on their decisions, not generic ones.

During or right after the talk, your audience takes the Decision Diagnostic. It takes under 5 minutes. Each person sees where their decisions stall, and you get a summary of the room, with the numbers.

Of the leaders who've taken it so far, **87%** have never written down who decides what. **82%** say decisions wait when the owner is away.

THE KEYNOTE

THE HIDDEN COST OF INDECISION

How to Close the Gap Between Deciding and Doing

How long does it take your team to go from "we need to decide" to "it's done"?

For most leadership teams, the problem isn't making good or bad decisions. It's the time it takes to make the call, and the time between making it and executing it. The decision that should take a week takes a quarter. Then it waits again before anyone acts on it. That's where the money goes.

This keynote is about compressing that time.

Erez shows the four places time gets lost between deciding and doing, and why a strong leadership team can move fast in three of them and still lose months in the fourth. Each one comes with a practical move your audience can use the next morning, on a decision they're carrying right now.

YOUR AUDIENCE LEAVES WITH

- Which of the four areas is slowing their decisions
- How to decide on incomplete information instead of waiting for certainty
- How to frame a stuck decision: the choice, the owner, the criteria
- How to hand off one recurring decision so it stops coming back

PERFECT FOR

- Leadership conferences and association events
- CEO and executive peer groups
- Leadership team offsites and annual meetings

FORMAT

Keynote: 45 to 90 minutes, in person or virtual

Workshop: half day or full day

Decision Diagnostic included for every attendee

KEY TAKEAWAYS · THE FOUR PROTOCOLS

STORY	STATE	DECISION	OWNERSHIP
Own the narrative running your decision.	Optimize the capacity you bring to the decision.	Name the bias. Run the audit. Make the call.	Put a name on it. Make the decision stick.



ABOUT EREZ AVRAMOV

Erez Avramov works with business owners and leadership teams on the gap between deciding and doing: where high-stakes decisions stall, execution slips and money quietly leaks.

His own decisions have been tested in real life, personally and professionally. As an Air Force commando. Through three near-death experiences. In a year and a half of trying to save his right leg, then choosing to have it amputated, against the advice of three of his four surgeons. And in building businesses across real estate, tech, health, manufacturing and hospitality, and rebuilding more than once.

None of those calls came with certainty. That sent him deep into the research on human behaviour and decision-making: why capable people stall, what pressure does to the quality of a call, and what actually gets a decision moving.

His mission is to decode that process and make it accessible and useful. For the last seven years he has refined it with owners and leadership teams into a model built on four protocols: Story, State, Decision and Ownership. He delivers it through keynotes and workshops across North America and Europe.

EXECUTIVE COACHING

Erez also works directly with CEOs and business owners, one-on-one or alongside their leadership teams, to install the system inside the business: who owns which decisions, how they are made and handed off, and how execution is followed through.

Erez is a TEDx speaker and speaks for Vistage and TEC Canada. Off the clock, he restores old Land Rovers.

TEDx speaker

Vistage and TEC Canada
speaker

Former Air Force commando

23 years of decisions under
pressure

WHAT ORGANIZERS SAY

// Over the years, I have heard hundreds and hundreds of presenters and Erez is at a par with the best of them! ... If you are looking to be inspired, engaged and stretched, Erez is up to the challenge.

Stephen Marks, Ph.D. · Inaugural Vancouver Chair, TEC Canada (now Vistage Canada), 1987

"We've heard so much positive feedback from staff, and that doesn't always happen! Your presentation really resonated with everyone and provided useful tools and language we can all apply. We've had several requests to have you back next year!"

Jackie M. · Chilliwack Community Services

"Erez was a captivating speaker. He shared his experiences in a really real and relatable way... He was easy to listen to, kept things engaging, and I walked away with some genuinely useful takeaways. Definitely a speaker I'd recommend."

Michelle A. · Managing Broker, Oakwyn Realty

"Erez's talks have been compelling, effective, and most important of all, genuine. He creates an instant connection with his audience and keeps them engaged."

Jason A. · Össur

AS FEATURED IN

TEDx · CBC · CTV News · Global News · The Guardian · North Shore News

TRUSTED BY TEAMS AT

Vistage · TEC Canada · Nexia · MacKay CEO Forums · Wesgroup Equipment · KTM · Suncorp · RE/MAX

WORK WITH EREZ

Five steps from the first call to the debrief. You deal with Erez directly the whole way through.



AFTER THE KEYNOTE

Leadership teams can go further in a half-day or full-day workshop, each person in their own workbook, on their own live decisions.

CHECK AVAILABILITY

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