

Leading In Complexity, Uncertainty, & Change

# A FIGHTER PILOT'S PERSPECTIVE

Keynotes | Workshops | Coaching

All *HIGHLY* Customized to *YOUR TEAMS*



## HUMAN FACTORS LEADERSHIP

Brandon helps leaders transform their teams into high performing, high reliability organizations by harnessing the same tools used by US Air Force Fighter Pilots. Leveraging his work in Human Factors and human performance research, his methodology equips leaders to organize, lead, and operate effectively in volatile, uncertain, complex and ambiguous (VUCA) environments where human error is prevalent.

### BRANDON WILLIAMS

US Air Force F-15E Fighter Pilot  
Lieutenant Colonel  
Leadership Speaker & Coach

## BRANDON'S BIO

Brandon Williams graduated from the US Air Force Academy, and is an accomplished leadership business speaker, business owner, and adjunct professor. As a decorated Lieutenant Colonel in the United States Air Force, he led men and women from diverse backgrounds and managed millions of dollars in assets. As an F-15E Fighter Pilot, Brandon flew hundreds of combat hours and missions over the skies of Iraq and Afghanistan, operating in some of the most challenging and dynamic environments imaginable.



Over the past decade, Brandon has become an accomplished keynote leadership speaker, leveraging 15 years of expertise in Human Factors. He has delivered hundreds of presentations worldwide, sharing insights from the cockpit to help organizations navigate change and excel in complexity. His approach combines dynamic storytelling, actionable frameworks, and customized workshops to drive transformation and empower teams.

## KEYNOTES & WORKSHOPS

### KEYNOTES

- ▶ Leading Through Complexity and Uncertainty: A Fighter Pilot's Perspective
- ▶ Leading Sales with a Fighter Pilot Mindset

### WORKSHOPS

- ▶ Flight Plan for Success
- ▶ Debrief with a Just Culture



## CLIENT AND AUDIENCE TESTIMONIALS

*"As the Chair of the Iowa Association of Business and Industry, I had the privilege and responsibility to select our keynote speakers for our annual Taking Care of Business Conference, which is attended by over 500 business leaders from across the state of Iowa. I selected Brandon Williams because of his diverse background, including military experience, commercial airline pilot, and consulting company owner.*

*Brandon's message was powerful. He leveraged stories and audience participation to communicate how to lead through times of uncertainty, complexity, and chaos. He was able to take his military experience and relate it to the challenges we face every day, in every business. He provided a framework and tools to help leaders navigate dynamic situations. I was particularly impressed with his approach to a Just Culture, where your organization drives toward a learning culture, not a blame culture.*

*I would highly recommend Brandon as a keynote speaker."*

**- Kim Augspurger, Board Chair, Iowa Association of Business and Industry**

*"Brandon's keynote was absolutely terrific. Energetic, lots of enthusiasm...but most importantly a LOT of specific takeaways that our members can take back to execute on and be better Leaders!"*

**- Dan Berger, President & CEO, National Association of Federally-Insured Credit Unions**

*"Loved how Brandon connected the pitfalls and challenges in Healthcare Sales to his experiences as a F-15 fighter pilot. A high energy talk that provides a framework on how to process information and translate it into actionable results. This is a talk for everyone - from individual contributors to leaders alike!"*

**- Nicholas Canes, Senior Account Executive, Billion to One**

*"It was an engaging session creating a parallel between something you may not know much about and your business! It made it much more fun and enjoyable to consider your own behavior with your team."*

**- Kaytlin Maddix, Director of Operations, Merrill Manufacturing**