3SIX9
EXECUTIVE ADVISORY

KEYNOTES, BRIEFINGS & FIRESIDE CHATS

Before You Open the Doors

A launch date is easy to announce. What will it take to keep the promise on day one? Deborah and Adon Rosello invite leaders to test a decision against the experience of the people delivering it and those relying on it.



Deborah and Adon Rosello / 3SIX9 Executive Advisory

THE DECISION

Open a second location in September.

THE OPERATING QUESTION

Who can run it when the launch team leaves?

Questions your audience can take back to the table

What has to be ready?	Trace the first day from the customer's arrival to the team's last handoff. Where will staff need equipment, a decision, or a trained backup?
Which trade-off matters?	Weigh the cost of acting now against the cost of waiting. Include the people, capacity, and commitments each option would require.
What would change our minds?	Identify one assumption worth testing and the evidence that would strengthen or weaken the case before the next budget or board discussion.

Deborah led a patient access turnaround across 12 locations. Adon launched three contact centers in the Philippines, from equipment and training through six months of support. Together they explore what a decision changes for customers and the teams delivering it.

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Plan your speaking engagement

Book this talk for a conference, board retreat, or leadership meeting. Tell us which decision your audience is wrestling with.

CHOOSE YOUR FORMAT

Keynote / 35–60 min	Give a broad audience a common example and questions to bring to its next decision.
Executive briefing / 30–60 min	Focus a smaller leadership group on one decision theme, with time for discussion.
Fireside chat / 30–45 min	Explore what founders learned from launching operations and leading teams through change.

Included in your session

An organizer briefing, one agreed talk or moderated conversation, audience-specific examples, and Q&A when scheduled. We'll agree on the topic and takeaway with you.

Additional scope

The talk gives leaders questions to use in their own decisions. A review of your company's data or hands-on training is a separate engagement. Agree on recording and reuse in advance.

PLANNING & BUDGET

For conferences, reach out 4–6 months ahead when possible. For internal or virtual events, allow 4–8 weeks. Share any fixed dates at the outset.

We quote the speaking fee and agreed travel. For onsite events, plan for venue and AV, plus airfare or mileage, lodging, ground transportation, and meals as agreed.

Start with a conversation

Email your audience, preferred date, location or video platform, and desired outcome. We'll discuss fit by phone or video, then send a proposal with scope, fees, and expenses.

Email your event brief info@3six9llc.com