

# MOMENTS of OR™

Inspiring people to become aware of key choice moments and empowering them to make better decisions every day to improve their performance, outcomes, and relationships.

These small but crucial junction points are MOMENTS of OR.

As the co-founder of EngageMore, I have spent years working with our team to develop technologies that help employees make better decisions. EngageMore evolved from my time as COO of a \$42M organization where I would see staff get caught up in the moment and make poor decisions time and time again. Sometimes these decisions had little impact on their career, but often these split-second decisions led to serious, career altering repercussions.

Many people talk about, write about, and speak about what it takes to be successful. Industry experts talk about having a positive attitude, working well with others,

doing what you say, and being mindful of emotional intelligence. After years of studying, reading, and simply observing – I believe the core of each of these attributes is reliant upon one single critical skill – *decision-making*.

I am not referring to strategic decisions – like what type of car to purchase or if we should expand our product line into another market – these decisions require more extensive evaluation. The decisions I am referring to are the instant, often times unnoticed decisions we make hundreds of times throughout the day. I call these small, but crucial junction points during our day Moments of OR.

**People who successfully navigate their own MOMENTS of OR not only make the right decision but possess the necessary awareness to see when these moments arise in the first place. They are either consciously or unconsciously looking for the moments so they can slow down and purposely choose the correct course of action. Easier said than done, right? It is possible to learn how to successfully navigate MOMENTS of OR by learning how to recognize the moment, decide which path to take, and see the physical action follow the decision.**

Through a mix of entertaining stories, compelling imagery, and proven behavioral science I will challenge your team to consider their MOMENTS of OR and how they handle these key moments in their life. It is my hope, by speaking to your team, I can accomplish the following goals:

- 1. Inspire each person to be aware of key MOMENTS of OR.**
- 2. Assist your team in determining which MOMENTS of OR are personal priorities.**
- 3. Provide strategies to purposefully decide which path to choose.**
- 4. Provide common language for coaching staff on decision-making.**

*“Blake has a unique ability to tell hilarious stories that are relevant and inspire people to make better decisions.”*  
Laurie Dever, Vice President of Human Resources, UMFS

*“Each time we have Blake to speak, our sessions fill up because staff know Blake will give them material that will make them think about how they can be better professionals and better people.”*  
Jess Jones, Director of Staff Development, YMCA of Greater Richmond

*“Blake was great. His session was thought provoking and entertaining. He gave us a lot to think about and challenged us to think about decision-making differently.”*  
Dave Mullin, Executive Director, YMCA Philadelphia Freedom Valley