

Keynote Series

WE ALL WIN **TOGETHER**

What transforms a group of capable individuals into an elite, unbreakable team? Raw talent? Discipline? Endless hustle? Or is it something far more human hidden beneath the surface of every high-performing unit, from military commandos to market-dominating companies?

Former IDF tank commander and Executive Mind-hacker Ron Weinreich will take you on a journey of hard-earned insight, revealing the secret behind elite team performance: **radically authentic communication.**

Most people believe they are great communicators. This unconscious bias quietly erodes trust, clarity, and collaboration in teams. Ron challenges this illusion head-on, helping uncover the invisible barriers that sabotage communication before a word is even spoken.

Through storytelling, practical insight, and interactive reflection, the ball will be in the audience's court. Participants will look inward and ask themselves:

Where have I been holding back my communication?

You'll discover:

- What elite military units know about team cohesion that most companies never learn.
- Why even the most talented teams fall apart without real communication.
- How companies have doubled revenue and cut costs—not by working harder, but by speaking true-er.

Your team will walk away bringing bold, unabashed communication into every corner of their life, their organization and eager to win together.