

The Astronaut Speaker Rick Searfoss 4P Leadership Performance Balance

The 4 P Leadership Performance Balance model featured in his book *LIFTOFF: An Astronaut Commander's Countdown for Purpose-Powered Leadership* also serves as the key organizing structure for all of Astronaut Speaker Rick Searfoss' keynote presentations.

This model employs interwoven elements of Purpose, People, Perspective, and Program. Every venture must effectively balance these elements for success. Each of Rick's four main keynote presentations emphasize one of these aspects while also connecting to the others. Furthermore, his customization process also incorporates inputs from client leaders and meeting planners to develop tailored presentations to effectively address the specific concerns and challenges of each organization to which Rick speaks.

1. Purpose - The Why. Laying the foundation for business and team success begins with defining, understanding, and emphasizing the organization's purpose. Leaders must wisely choose challenging paths towards a mission that matters. This aspect highlights necessary strategic elements that must then flow into the execution process for success.

2. People - The Who. Results don't happen automatically. Execution excellence requires good people to produce effectively. For that to happen, leaders must strengthen their people as individuals and teams and reinforce a culture of unfailing trust. Coming from a culture and world where he and his teammates trust their lives to one another, Rick shows how to build those crucial team trust levels.

3. Perspective - The How. To optimize overall team performance, leaders must effectively balance many competing priorities. Perspective surrounds and infuses every other leadership and team element while providing the means and power to operate innovatively. Accordingly, this aspect of Rick's presentations shows audiences how to balance the endeavor while holding fast to correct and vital principles and values.

4. Program - The What, Where, and When. For the most effective execution, leaders should diligently apply a proven and specific model. Rick's PAPA Effective Execution System provides value-packed content for leaders to guide daily execution. The model, addressed in any of Rick's execution-oriented keynotes, presents a conceptual "orbit" where teams pace themselves amongst the four "satellites" of Preparation, Awareness, Persistence, and Accountability, all aligned towards the central "planet" of pertinent Objective-Centric Operations.