

Opening Keynote:
Shannon Huffman Polson

***The Grit Factor:
Going for Grit in Times of Change***

Shannon Huffman Polson is one of the first U.S. Army Women Apache Helicopter Captains and Pilots, co-founder and CEO of The Grit Institute, and author of *North of Hope* and *The Grit Factor*. From the cockpit to the boardroom, Shannon shares stories of grit and leadership to help others overcome fear, break through uncertainty, and reach their full potential. After nearly a decade as an Army officer and attack aviation leader, and later as a leader and manager in the corporate sector at Guidant and Microsoft, Shannon turned her attention to the storytelling, in part through her Grit Project blog, and in her newest book, *The Grit Factor*. Drawing on a distinguished military and corporate career, she reveals her lessons learned and leadership strategies to help you harness your own inner strength, move beyond resistance, and attain your goals. With an emphasis on grit – which she describes as “a dogged determination in the face of difficult circumstances” – she demonstrates how to tap into that passion and resolve so you can face your limitations, own your sense of purpose, and become a leader of greatness.



Closing Keynote: Jon Isaacson

***Grit, Grime, & Doing Time
in People Management:
Connect. Collaborate. Conquer.***

Jon Isaacson, “The Intentional Restorer,” is an author and host of The DYOJO Podcast. He speaks, writes, and coaches through his organization The DYOJO, helping start-up phase owners and growth-minded restoration professionals to shorten their DANG learning curve for personal and professional development. Jon recently published two books, *Be Intentional: Estimating*, addressing mindset and habits for insurance claims estimating, and *Be Intentional: Culture*, which is a collaborative work discussing how small things enhance or undermine your efforts to build a strong workplace culture. Jon also spoke at WAMOA’s



2020 virtual conference, and will also be leading a 2021 workshop, Developing the Right Mindset and Habits for a Thriving Culture.