Daniel Hughes

Expert on Leadership and Decision-Making in High-Pressure Environments

The Everestmillion Campaign A mining town in South America called Potosi, where children lead incredibly impoverished lives was his call to action. He wanted to do something to help those children and went on an epic mission to try to raise £1million for Comic Relief; a charity that helps children living incredibly tough lives. He candidly talks about the twelve months and over 200 rejections where it would have been easy to give up, the massive highs and lows, enduring some of the coldest and harshest climates on the planet in preparation, working with partners to develop world first technologies to then risk it all as he scaled Everest. This jaw dropping, highly-visual, and narrative story will have you on the edge of your seats. Recounting moments, where the summit was drifting away from him, the race for the summit and delivering the worlds highest video broadcast to the BBC News channel from the summit. “The pressure of having a team of 268 people behind him including the likes of the BBC, HTC, Coldplay, Gatorade, Nike, and Microsoft was enormous”, he says. He had to keep focused, manage risk,and ultimately keep composed to make life or death decisions at altitudes where it is hard enough to put one foot in front of the other. This talk has been given to over 10,000, and he actively encourages the audience to ask questions, try his summit kit on, and can integrate topics such as Risk Management, Decision Making under pressure and how to build your team upon request.

The “Sully” Sully Sullenberger a veteran fighter pilot and airline pilot of 30 years, reported for flight 1549 as usual; He like all flights upheld the highest professional standards. The unthinkable happened: A double engine failure on take-off out of New York, La Guardia. Sully and his co-pilot **Jeff Skiles** would not have planned for this. They did however have skills and NASA born frameworks taught over many years to help deal with this event. As an active 787 Dreamliner pilot, Daniel will transport you into their world that day, with a high visual explanation of events, and explain how NASA’s frameworks can be integrated into your decision-making processes.

Risk Vs. Reward: Getting It Right. Although Daniel has spent over 15 years in high-risk environments, he doesn’t accept additional or un-necessary risk. You have to have processes to information gather, assess threats and most importantly be able to “box the chimp,” if things don’t go to plan”, he says. Giving concise examples and actionable frameworks, this talk specifically looks into how he has and does assess risk, utilising his multitude of experiences.