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THE DE-SELECTION ADVANTAGE. *Why having 151 “priorities” is killing your execution, and how to fix it* Organizations are not failing from a lack of ambition. They are being crushed by an excess of it. Most leaders, in their drive to achieve, treat work like a pie-eating contest, where the goal is always MORE. More initiatives, more meetings, more metrics, more work about work. Volume becomes the measure of true commitment. But the result of “more” is not always momentum. It is often fragmentation, decision fatigue, and execution that slows to a crawl while teams heroically absorb the weight. This paradigm is broken, and it’s expensive. In more than twelve years of research across industries, the Juliet Funt Group has proven that employees report spending 23% of their time on low-value work, at a cost of $1,000,000 annually for every 50 people. Much of this wasted payroll cascades down from over-planning at the top, in the form of too many different priorities and projects. Nobody wins. Execution slows. The best people burn out or check out. The skill that we pretend to have, but do not, is that of de-selection. Teams orchestrate stop-start-continue exercises but never actually stop anything. But there is a way out of this vice grip of intensity, and it’s not even complex. All that is required is the decision to shift the goal from volume to value. In this signature keynote, Juliet Funt introduces the Reductive Mindset: a practical operating philosophy for leaders who want to protect the work that actually produces results. With humor, precision, and examples drawn from real organizations, she shows why complexity gets rewarded, why excess gets normalized, and most importantly, how to fix these issues. Over the course of 60 minutes, Juliet Funt takes us on a 5-Stage Journey from fragmented to focused: Less Fatigue: reclaim the vitality needed to take the next step Less Volume: the overflowing pile of low-value work finally shrinks Less Drift: time-waste and distractions are vanquished Less Email: because it’s become everyone’s primary mission Less Meetings: so there is time to do actual work Audiences leave with a concrete framework for evaluating commitments, cutting low-value activity, and recovering the decision quality that overload destroys. This talk lays a clear and simple path to doing what matters most every day. The highest-performing leaders are often the ones most willing to stop, remove, and reduce. In a business environment addicted to accumulation, the ability to cut with intelligence is not a soft skill, but a competitive advantage.