

BRANDON WILLIAMS

HUMAN PERFORMANCE SPEAKER

**From Fighter Pilot to Human Factors Leadership
Expert: Advancing Human Performance in High-Stakes
Environments**



Brandon Williams is a seasoned airline pilot, human factors professor, and former U.S. Air Force Fighter Pilot, Lieutenant Colonel, and Safety Officer with over two decades of experience leading teams in some of the world's most dynamic, complex, and high-risk environments.

As a recognized expert in Human Factors and organizational leadership, Brandon equips leaders with the tools to build High-Reliability Organizations and High-Performance Teams — resilient, adaptable teams capable of excelling in dynamic environments.

Through dynamic keynotes, hands-on workshops, and in-depth leadership coaching and training rooted in aviation and human factors science, Brandon tackles the challenges of human decision-making, the critical importance of systems thinking, and provides leaders with practical tools to navigate uncertainty and complexity effectively.

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“One of the best keynote speakers I’ve had the pleasure of listening to.”

- Steve Caberto, Baptist Health

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KEYNOTES

HUMAN FACTORS LEADERSHIP: ADVANCING HUMAN PERFORMANCE IN HIGH-STAKES ENVIRONMENTS

Drawing from over 20 years of experience in aviation safety, human factors instruction, and his experience as a fighter pilot and airline Captain, Brandon unpacks how safety and human performance principles from aviation can transform your organization's culture.

Learning Takeaways:

- The Human Factors driving error, miscommunication, and breakdowns
- How Situational Awareness is created, maintained, and lost
- Why Clear Intent enables safe, empowered execution
- Building trust through Mutual Support and Peer Accountability
- A simple Debrief process that builds learning without blame

JUST CULTURE, HUMAN FACTORS, AND THE FUTURE OF SAFETY LEADERSHIP

This keynote explores Brandon's experience leading safety efforts in military aviation, airline operations, and organizational human factors – showing how Human Factors science combined with Just Culture principles can radically improve safety outcomes. Brandon reveals how the world's most complex and high-risk teams lead with Just Culture principles to reduce risk, learn from error, and drive operational excellence.

Learning Takeaways:

- Understand common Human Factors and how to mitigate them
- Reframe accountability through a Just Culture lens
- Move from "Blame & Train" to "Learn & Grow"
- Improve outcomes using Checklists, Mutual Support, and Clear Intent
- Create a psychologically safe reporting environment

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“Brandon's keynote was absolutely terrific. Energetic, lots of enthusiasm...but most importantly, a LOT of specific takeaways that our members can take back to execute on and be better leaders!”

- Dan Berger, President & CEO,

National Association of Federally-Insured Credit Unions

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WORKSHOPS

FLIGHT PLAN FOR SUCCESS: STRATEGIC PLANNING WITH HUMAN FACTORS LEADERSHIP

This interactive workshop helps teams develop plans that actually work in execution — not just look good on paper. Using Brandon's "Flight Plan" framework, participants will learn how to align teams, identify vulnerabilities early, and execute with greater clarity and coordination.

Outcomes:

- Develop better and focused strategic and tactical plans.
- Ensure Clear Intent and alignment across stakeholders.
- Embed Mutual Support throughout the plan BEFORE execution.
- Identify "Areas of Vulnerability" before execution.
- Walk away with a real, actionable plan.

DEBRIEF TO IMPROVE: EMBEDDING A CULTURE OF ACCOUNTABILITY & LEARNING

This workshop teaches teams how to leverage a structured debrief process to uncover lessons, improve performance, and build a culture of continuous improvement.

Participants will practice analyzing real projects, tasks, or initiatives using Brandon's Debrief Model to uncover Human Factors at play and identify concrete improvement actions

Outcomes:

- Establish a psychologically safe environment for feedback.
- Practice "Respectful Truth" with a Tone of Accountability.
- Learn and practice a debriefing model applicable to any environment.
- Uncover human performance challenges before they create risk.
- Leave with actionable lessons learned for future execution.

THE HUMAN FACTORS TEAM CHALLENGE: EXPERIENTIAL LEARNING FOR SAFETY & PERFORMANCE

This highly engaging, team-based workshop puts Human Factors Leadership into practice through an experiential learning challenge. Participants will be forced to operate in dynamic, uncertain environments — practicing clear communication, planning, mutual support, and rapid decision-making.

Then, using Brandon's Debrief Model, teams will extract lessons applicable to their real-world environment.

Outcomes:

- Improve team dynamics in high-pressure situations: communication and decision-making
- Practice skills like Clear Intent, Mutual Support, and Situational Awareness.
- Experience firsthand how Human Factors impact team performance.
- Walk away with practical tools for improving safety, communication, and execution.

