



Tracy “JackieO” LaTourrette

June 24, 2020

8:30-11:30am

Seawell Grand Ballroom
at The Denver Center for the
Performing Arts
14th and Curtis Streets
Denver, CO 80204

Complimentary Breakfast



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Information Sheet

Flawless Execution: Use the Techniques and Systems of America’s Fighter Pilots to Perform at Your Peak and Win the Battles of the Business World

Most business initiatives that fall short do so not because they lack merit but because of a breakdown in execution.

Here’s an opportunity to up your execution game by learning from someone whose job leaves zero room for missteps, highly decorated Air Force fighter pilot turned business strategist Tracy “JackieO” LaTourrette. The business concepts that she teaches, known as the Flawless Execution cycle, were born in the high reliability world of military aviation. They’re simple, scalable and, if prior results are any indication, destined to help your people and teams to execute like their lives depend on it.

A highly entertaining speaker and incisive business thinker, LaTourrette applies what she learned about teamwork, discipline, flexibility, debriefing and process improvement during her illustrious military career, arming her audience with tips, tactics and strategies that work as well in a business setting as they do in the air.

One of the world’s first female fighter pilots, LaTourrette flew more than 3,300 hours as an F-16 fighter pilot, C-21 Learjet pilot, and AWACS Air Weapons Controller before retiring from the military as a Lieutenant Colonel after 22 years of Air Force service. Post 9-11, she flew Presidential protection missions as well as critical missions under Operation Iraqi Freedom. She is a Top Gun and Turkey Shoot Champion, and a graduate of Fighter Electronic Combat School, Air Force Squadron Officer School, Air Command and Staff College, and Air War College.

Mass Mutual, Pfizer, Deloitte, HSBC, State Farm, Jiffy Lube, Blue Cross Blue Shield and Staples are among the organizations that have incorporated her execution methods in a business context.

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