



A Critical Balance

Benefit and Risk Assessment For Extraordinary Decisions

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Executives, senior managers, and department leaders know that every consequential decision—whether in the operating room, the boardroom, or life's pivotal moments—requires weighing potential benefits against inevitable risks. Yet, most leaders approach these critical junctures armed only with intuition, inherited wisdom, and cognitive biases they are unaware of possessing. The result? Systematic misjudgment: overreaction to vivid but unlikely threats, underestimation of probable but abstract dangers, paralysis when action is required, and reckless commitment when caution is warranted.

In this keynote, Dr. Gomez draws on his experience as an interventional neurologist, making life-and-death decisions, delivers a systematic framework, and equips executives, entrepreneurs, and organizational leaders with practical tools to achieve what he calls a “critical balance”—rigorous analytical thinking integrated with empathic understanding, producing decisions that optimize benefit while intelligently managing risk.

TESTIMONIAL

“Dr. Gomez is a thought leader and a dynamic speaker who leverages his extensive medical experience together with his business expertise to present practical problem-solving and cost-efficient models.”

RYAN HAKIMI, MD PRESIDENT, AMERICAN SOCIETY OF NEUROIMAGING

LEARNING OBJECTIVES

Attendees will master the ability to:

- Apply a structured framework to balance benefits and risks in any high-stakes decision.
- Recognize and counter common decision-making biases under pressure.
- Differentiate between reversible and irreversible choices to guide appropriate action.
- Integrate logic and empathy to make decisions that align with both data and values.

REFERENCES

James E. Stidham.

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Keynote Speaker