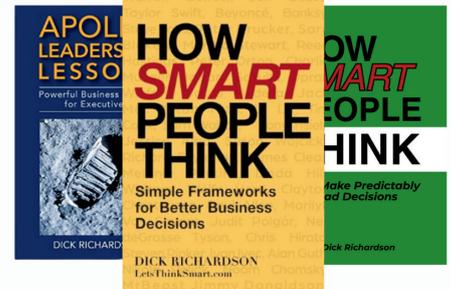


LET'S
THINK
SMART
MENTAL FRAMEWORKS



**DICK
RICHARDSON**

AUTHOR & SPEAKER

ABOUT ME

I've spent my career exploring how adults learn and how leaders grow, always driven by a deep curiosity about thinking and a passion for sharing what I discover with others.

In my upcoming series, How Smart People Think, I bring together decades of experience to offer practical mental models and decision frameworks that help people navigate complexity with more clarity and confidence.

I've spent my career exploring how adults learn and how leaders grow, always driven by a deep curiosity about thinking and a passion for sharing what I discover with others. Over the past 30 years, I've worked in leadership development roles at IBM and ITT, earned two patents in organizational learning, and founded Experience to Lead, where I created immersive programs in collaboration with NASA and the Smithsonian.

These experiences shaped the way I understand learning, decision-making, and human potential.

As a survivor of the "Miracle on the Hudson," I carry with me a deep appreciation for perspective, humility, and the power of clear thinking under pressure. Those lessons continue to influence my work and the way I approach teaching and writing.

GET IN TOUCH

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TALKING POINTS

- **The core frameworks high-performing leaders rely on**

How successful people structure their thinking, make sense of complexity, and choose the right mental model for the moment.

- **Why smart, capable professionals still make predictable mistakes**

The cognitive biases, shortcuts, and environmental pressures that quietly sabotage decision-making – and how to counter them.

- **The power of experiential learning in leadership development**

Why immersive, real-world experiences accelerate growth, deepen insight, and build decision-making skills faster than traditional methods.

- **Patterns of poor decision-making across organizations**

The recurring traps teams fall into – from misaligned assumptions to flawed information flow – and how leaders can break the cycle.

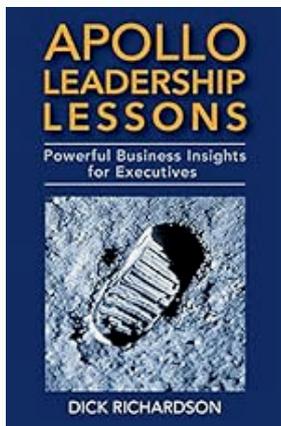
- **How mental models elevate decision-making and problem-solving**

Practical ways leaders can use mental models to think more clearly, reduce errors, and navigate complexity with confidence.

- **Business relationship dynamics and their impact on thinking**

How trust, power, communication patterns, and unspoken expectations shape decisions; why relationship dynamics often matter more than data; and how leaders can cultivate healthier, more productive interactions that improve collaboration and outcomes.

BOOKS



APOLLO LEADERSHIP LESSONS: POWERFUL BUSINESS INSIGHTS FOR EXECUTIVES

Available in Paperback, Kindle and Hardcover

America's decade-long effort to put a man on the moon is a compelling story. Like any great narrative it's filled with hope and disappointment, villains and heroes, greed and sacrifice. At every step it's the story of leadership.

With unique access to key leaders and NASA resources, author Dick Richardson has captured the leadership insights of our journey to the moon. These lessons are told through the lens of the people who were there—the executives, flight directors, and astronauts. Many contributed directly to this book. Richardson helps us see them as real people facing real opportunities and challenges.

You may not go to the moon, but this book will help you apply NASA's leadership lessons to your company's mission.

HOW SMART PEOPLE THINK SERIES

HOW SMART PEOPLE THINK: SIMPLE FRAMEWORKS FOR BETTER BUSINESS DECISIONS

Available in Kindle and Hardcover

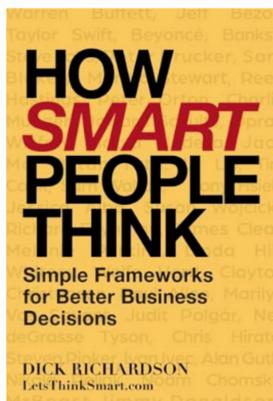
How Smart People Think: Simple Frameworks for Better Business Decisions illustrates through real-world examples how individuals like Warren Buffett, Oprah Winfrey, and Jeff Bezos quickly solve problems and make decisions. They use mental frameworks, which are simple tools that assist in decision-making.

The book covers challenges such as

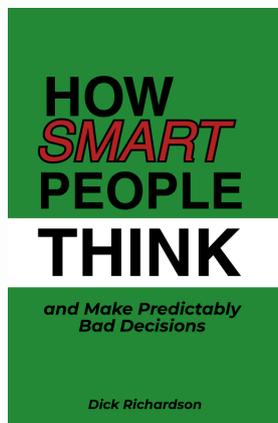
- Facing too many problems – use the Eisenhower matrix to identify what's urgent and important.
- Handling too many tasks during a crisis – use goal shedding, a technique Dick learned directly from Sully Sullenberger, the heroic pilot who landed the plane on the Hudson River—a flight he also experienced!
- Needing to think quickly – use the Navy SEALs framework of “Say three, pick one.”

These mental structures help you think more efficiently and in less time. You are using a mental framework right now.

You have a mental picture of the book that can help you succeed. This is that book.



COMING SOON



HOW SMART PEOPLE THINK... AND MAKE PREDICTABLY BAD DECISIONS

In Book 2 of the How Smart People Think series, we explore why even the most capable professionals fall into predictable patterns of bias and flawed judgment. Despite experience, intelligence, and good intentions, humans are wired to take mental shortcuts—shortcuts that once helped us survive but now quietly undermine our decisions in modern business environments.

This book reveals the hidden forces that shape how we interpret information, assess risk, and choose a course of action. From confirmation bias to overconfidence, from groupthink to flawed assumptions, you'll see how these patterns show up in everyday moments—and why they're so hard to spot in ourselves.

HOW SMART PEOPLE THINK... SIMPLE FRAMEWORKS FOR BETTER BUSINESS RELATIONSHIPS

In Book 3 of the How Smart People Think series, we turn to one of the most overlooked drivers of career success: the way we understand, navigate, and shape our relationships at work. Whether you're just starting out or already established in your career, the quality of your professional relationships influences everything—from daily collaboration to long-term opportunities and promotions.

This book explores the mental frameworks that help people read situations more accurately, communicate with clarity, build trust, and handle difficult dynamics with confidence. You'll learn why some relationships energize you while others drain you, and how small shifts in thinking can dramatically improve how you show up, connect, and lead.

HOW SMART PEOPLE THINK... SIMPLE FRAMEWORKS FOR BETTER BUSINESS MANAGEMENT

HOW SMART PEOPLE THINK... SIMPLE FRAMEWORKS FOR BUSINESS LEADERS