

## 2 Dangerous Things a Year - Summary

This keynote presentation by Terry Williams encourages individuals and teams to embrace change, stretch beyond their comfort zones, and build resilience by intentionally doing “2 Dangerous Things a Year.” These “dangerous” things aren’t about physical risk but about personal growth—anything that feels reputation-risking, emotionally taxing, or outside the norm.

Terry shares his personal journey, beginning in 2000 when he took on stand-up comedy—despite not being the funny guy. That leap became the first of many comfort-zone-stretching experiences that transformed his career and confidence. His approach highlights that change builds resilience, sharpens instincts, increases adaptability, and prepares us for future uncertainty.

He illustrates how sameness is the enemy of growth. The brain filters routine and familiarity, dulling awareness and missing opportunities. By challenging ourselves regularly, we stay alert and prepared. He emphasizes the role of the brain’s reticular activating system and how our attention can be trained and directed.

The presentation introduces practical tools like the “Mandela List” (model behavior from real people you admire), the WIIFM Grid (What’s In It For Me?), and the concept of “quick wins” to maintain momentum. He shares metaphors (like folding your arms differently) to demonstrate how ingrained our habits are—and how change requires effort and repetition.

Terry encourages leaders to model curiosity, challenge “we’ve always done it this way” thinking, and foster a culture where failure is part of the learning process. Through humour, stories, and real-life examples, he calls on everyone to “pull lever three” — take the risk, make the move, and embrace discomfort as the gateway to growth.

Because not changing is the real risk.