

Milwaukee Rotary Club

Posted on Sunday, Aug 25, 2019

Milwaukee County War Memorial Center,
750 N. Lincoln Memorial Drive,
Milwaukee.

Effective leadership requires self-awareness, yet that trait is as rare as chicken lips. How can you lead a business when you don't know what's driving you? The kicker: while 95% of people report being self aware, only 1 in 10 actually are. Most of us know our aspirational selves, but few of us are open to spending time with our inner demons. To make clear-headed decisions, we have to wake up to our cognitive biases and shadow selves. None of us sees the world as clearly as we believe, which leaves us vulnerable to poor decision-making and being blindsided.

Kelly Fitzsimmons is a serial tech entrepreneur, artist, author, and mother of two. In May, she published "Lost in Startuplandia: Wayfinding for the Weary Entrepreneur," which was named by Inc. magazine to its 2019 summer reading list. She is the cofounder of Custom Reality Services, a virtual reality (VR) production company whose first two projects, *Across the Line* (2016) and *Ashe '68* (2019), premiered at the Sundance Film Festival. Kelly is the recipient of the Silvertip PwC Entrepreneurship Award and Speech Technology's Luminary Award. Her work has been published by Network Computing, InformationWeek, and Inc. An active angel investor, she serves on the technology committee for BELLE USA, a venture fund that invests in women-led startups. Originally trained as a classical archaeologist, Kelly holds a master's degree from Harvard University.

Rotary meetings are open to members, invited guests and media.