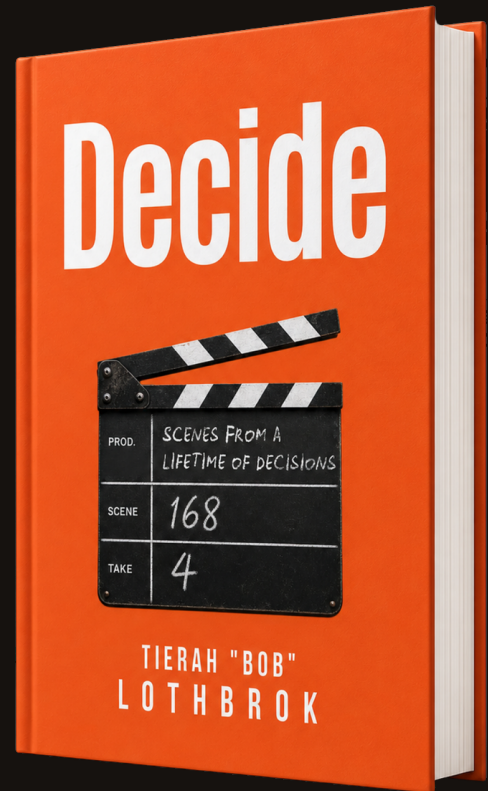


Decide.

Scenes from a Lifetime of Decisions

A TRANSFORMATIONAL NOVEL BY TIERAH
"BOB" LOTHBROK

*"Your life doesn't change when you
finally feel ready. It changes the moment
you decide."*



Fact Sheet

TITLE	Decide. — Scenes from a Lifetime of Decisions
AUTHOR	Tierah “Bob” Lothbrok
CATEGORY	Fiction / Transformational Novel / Book Club Fiction BISAC categories on Amazon: Metaphysical & Visionary Fiction · Psychological Fiction · Literary Fiction
THEMES	Overthinking & anxiety · Fear of change · Burnout & responsibility · Family expectations · Career crossroads · Reclaiming your life · The gift of free will
COMPARABLE TITLES	Matt Haig meets Cat Shook meets Patrick Lencioni
ISBN-13 (PAPERBACK)	979-8-89576-219-6
ISBN-13 (HARDCOVER)	979-8-89576-220-2
PRINT EDITIONS	Hardcover, \$29.99 USD, ASIN B0HFC7JJS7 · Paperback, \$19.99 USD, ASIN B0HDD9HY3Q
EBOOK EDITION	Kindle · \$0.99 USD (launch promotion) · ASIN B0H81FVQS1
PUBLISHER	Authors On Mission
PUBLICATION DATE	August 12, 2026 (print) · Kindle edition, July 2026
PAGE COUNT	350 pages
TRIM SIZE	6 × 9 inches · 1.4 lb
FORMATS & PRICE	Hardcover, \$29.99 · Paperback, \$19.99 · Kindle, \$0.99* · Audiobook: not currently available
AVAILABILITY	Amazon, all three formats · hardcover distributed via IngramSpark to retail and library channels
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SPEAKING & EVENTS	events@decidewithbob.com

* Kindle edition is priced at \$0.99 as a limited-time launch promotion. Please confirm current pricing on the retail listing before publication.

ONE-LINE DESCRIPTION

A Hollywood set designer who can solve anyone’s problem but his own must finally learn to choose — before the life he’s been managing decides for him.

SHORT DESCRIPTION — 50 WORDS

Jules Levesque builds impossible worlds for a living and can't decide anything in his own. As work, family, and a once-in-a-lifetime opportunity converge, he's forced into the one thing he's avoided: a decision. *DECIDE* is an emotionally rich novel about the hidden weight of indecision and the courage it takes to move.

FULL DESCRIPTION — 175 WORDS

Jules Levesque appears to have everything under control. A talented Hollywood set designer known for solving problems and making impossible visions come to life, he is, underneath it all, exhausted, overwhelmed, and quietly trapped by indecision. Every choice feels loaded with consequences.

As pressure builds at work, family responsibilities intensify, and a once-in-a-lifetime opportunity begins pulling him toward an uncertain future, Jules finds himself standing at the crossroads of fear, burnout, guilt, ambition, and freedom. Forced to step away from the life he has spent years carefully managing, he embarks on a journey that challenges everything he believes about certainty, control, and who he is allowed to become.

Set against the fast-moving chaos of Hollywood production sets and the breathtaking pull of Alaska's wild beauty, *DECIDE* is a powerful, emotionally rich story about the hidden weight of indecision — and the courage it takes to finally move. It doesn't ask readers to make better decisions. It challenges them to become *Deciders*.

Practice & Credentials

Before *Decide.* was a novel, it was two decades of client work. Tierah is the founder and CEO of Convene Lab, a corporate training and facilitation firm serving a global clientele. The book distills what she saw over and over in that practice: capable people, well resourced and well advised, unable to move.

PRACTICE

- **Convene Lab** — founder and CEO. A training and facilitation firm that helps organizations solve complex challenges by designing decision-making processes, building collaborative environments, and facilitating conversations that produce clarity and alignment.
- **Experience** — 20+ years of subject matter and people expertise; decades guiding organizations through challenge, transformation, and growth.
- **Reach** — global clientele across private, public, and not-for-profit sectors; engagements delivered in person, virtually, or hybrid.
- **Proprietary model** — *Zero-to-Plan in 90 Days*, a dynamic operating model that moves organizations from vision to aligned, actionable strategy.
- **Practice areas** — six labs: Strategy, Facilitation, Consulting, Coaching, Training, and Design.

RECOGNITION

2019	Vendor of the Year — AARP
2015	Gold Impact Award — International Association of Facilitators. Sole two-time honoree.
2013	Facilitator of the Year — South Eastern Association of Facilitators
2013	Gold Impact Award — International Association of Facilitators
2009	Facilitation Impact Award — South Eastern Association of Facilitators
2006	Inc. Magazine 500 Fastest Growing Companies — honored as a member of the six-person leadership team

WHY THIS SPEAKER, FOR THIS TOPIC

Tierah founded Convene Lab after watching too many teams stall between static planning models and ineffective consulting. Indecision is not an abstract subject for her — it is the problem her firm was built to solve, and *Decide.* is the same argument told as a story rather than a framework.

ABBREVIATED CLIENT LIST

PRIVATE SECTOR

Chick-fil-A · Coca-Cola ·
Mercedes-Benz · Kellogg ·
Johnson & Johnson · US Cellular
· Cannon Business Solutions ·
Iron Mountain · Southern
Company · Santander Bank ·
Halliburton · TransUnion ·
Novelis Aluminum · Hochunk
Industries · CAPE
Telecommunications · BASF ·
SKF Bearings

NOT-FOR-PROFIT

American Cancer Society ·
United Way · Families First ·
AARP Foundation · Emory
University · Gillette Children's
Hospital · Atlanta Children's
Shelter · Goodwill Industries ·
Shepherd Foundation · Boys &
Girls Club · Sean Costello Fund ·
Experience Corps · Grants
Management Network · Mercer
University · Southern New
Hampshire University · HERC ·
YPO

PUBLIC SECTOR

Defense Acquisition University ·
US Navy · Dept. of
Transportation · CDC · NIH · US
Bureau of Reclamation · US
Dept. of Energy · US Air Force ·
Atlanta Board of Education · US
Army Corps of Engineers · DC
City Schools · National Cancer
Institute · US FDA · GA Dept. of
Administrative Services · Henry,
Fulton, Gwinnett & Cherokee
County Schools (GA) · US Dept.
of the Interior

SIGNATURE TALKS

- 01 **Becoming a Decider.** The core keynote. Why waiting is itself a choice, and the five capacities that let people act without certainty.

- 02 **The Cost of Indecision.** For leadership audiences. What organizations lose to deferred decisions, and how the loss stays invisible on every report.

- 03 **Deciding in the Messy Middle.** For teams under pressure. Making meaningful calls when information is incomplete and reassurance never arrives.

- 04 **The Gift of Free Will.** The most personal of the four. Choice as something given rather than earned, and what changes when you treat it that way.

FORMATS

- Keynotes, panels, and moderated conversations
- Facilitated workshops and working sessions, in person, virtual, or hybrid
- Podcast and broadcast interviews, remote or in studio
- Book club conversations, virtual or in person
- Corporate offsites and leadership retreats

HEAR HER ON AIR

"Leaping from Success and Security into the Magical Unknown" — *Fearless Forward* with Sally-Anne Airy. On the decision to step away from a twenty-year practice to write the book.

Appearances are posted as episodes go live. Listen at DecideWithBob.com.

Booking: events@decidewithbob.com · convenelab.com

Tierah “Bob” Lothbrok



Author portrait

SHORT BIO — 40 WORDS

Tierah “Bob” Lothbrok is a nationally sought-after strategist and facilitator — the sole two-time Gold Impact Award honoree of the International Association of Facilitators — who has spent decades confronting the misconceptions about decision-making that shape our health, our identity, and our potential. *Decide.* is her debut novel.

SPEAKER INTRO — READ ALOUD

“Strategist, facilitator, and debut novelist Tierah ‘Bob’ Lothbrok has spent decades studying why capable people get stuck — and what it takes to move. Her novel *Decide.* turns that work into a story.”

FULL BIO — 165 WORDS

Tierah “Bob” Lothbrok is a nationally sought-after strategist, facilitator, and creative thinker who has spent decades confronting the misconceptions about decision-making that are impacting our health, our identity, and our potential.

Her debut narrative-driven book, *Decide: Scenes from a Lifetime of Decisions*, delivers transformative insight as readers follow characters through the emotional and practical realities of decision-making in everyday life. Through compelling storytelling and richly human characters, Tierah invites readers into a journey of courage, uncertainty, self-discovery, and growth — revealing that the hardest decisions are often the ones that lead us back to ourselves.

When she’s not in board rooms or scratching out notes for all the other books waiting quietly in the wings for their turn to be told, Tierah is usually off adventuring with camera in hand or embracing her “Granny Bob” powers with her grandchildren.

Alongside the book, Tierah is the founder and CEO of Convene Lab, where she is again taking client engagements after stepping back from them to finish *Decide.*

POSITIONING TAGS

Strategist & Facilitator · Founder and CEO, Convene Lab · Award-Winning Facilitator & Trainer · Debut Novelist

What Readers Are Saying

Every entrepreneur I know has lost more to indecision than to bad decisions. Lothbrok names that truth and then goes further, exposing the real enemy: not the decision itself, but the illusion that we need certainty before we can commit. DECIDE changed how I see myself in relation to the choices that define my business, my partnerships, and my life.

LILY KANTER — CO-FOUNDER, SERENA & LILY

This book snuck up on me. Funny, tender, and unexpectedly wise, this story will stay with you long after the last page. If you've ever second-guessed yourself into paralysis, or wondered whether your decisions define you or simply reveal you, DECIDE will meet you exactly where you are. Read it. Then go decide something.

WAYNE PENDLE — PRINCIPAL, SECOND MILE CONSULTING

The Decider Principle

This book is not about making perfect decisions. Perfect decisions don't exist. The goal is not to eliminate uncertainty — it's to become a *Decider*: someone who can make meaningful decisions at the speed life requires, even when the information is incomplete, the outcome is uncertain, the options are imperfect, and reassurance never arrives.

Many of us believe decisions are moments where we discover the right answer. More often, they're moments where we choose a direction and begin creating the answer through our actions. Becoming a Decider means building five capacities:

- 01 Recognize how your brain shapes your choices.
 - 02 Strengthen the inputs that inform your judgment.
 - 03 Remove patterns that distort your thinking.
 - 04 Develop the courage to act without certainty.
 - 05 Align your expectations with reality.
-

The decision is not the end of the journey. The decision is where the journey begins.

Suggested Interview Questions

- You argue that indecision costs us more than bad decisions do. What convinced you of that?
- Why tell this as a novel instead of writing a how-to book on decision-making?
- Jules is a set designer who builds impossible worlds for other people. Why that job?
- What does it actually mean to become a “Decider” — and how is that different from being decisive?
- You write that we don’t discover the right answer, we create it. Unpack that.
- Where does the pressure to feel “ready” come from, and why is it a trap?
- What’s the most common distortion you see in how smart, capable people make choices?
- The book moves between Hollywood sets and the Alaskan wilderness. What does that contrast do for the story?
- You took more than a year away from client work to finish this. What did that decision cost you — and teach you?
- Your dedication calls free will a priceless gift, bound to circumstance. How does that idea sit underneath the whole book?
- Who did you write this book for, and what do you hope they do after the last page?
- What’s one small decision a listener could make today to start practicing this?

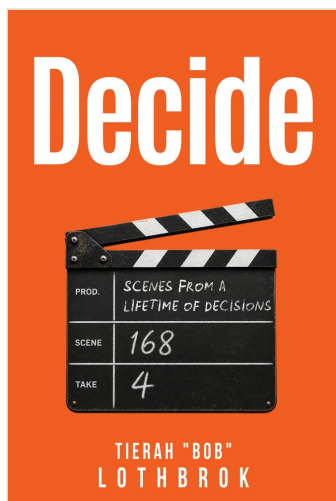
TALKING POINTS & SEGMENT ANGLES

- **The cost of indecision** — why waiting is itself a choice, and usually the expensive one.
- **Decision fatigue and burnout** — the overwhelmed parent, the caregiver, the leader carrying everyone’s needs.
- **Careers at a crossroads** — graduates, career-changers, and people quietly questioning the path they chose.
- **Acting without certainty** — a practical alternative to “trust your gut” and “do more research.”
- **The gift of free will** — choice as something given rather than earned, and what changes when you treat it that way.
- **Fiction as a delivery system** — why story reaches people that self-help can’t.

IDEAL AUDIENCES

Book clubs · Leadership and entrepreneurship podcasts · Career and life-transition shows · Parenting and caregiving audiences · Personal and professional growth shows · Corporate keynotes and offsites

Images & Usage



Front cover, flat



Portrait, alt.

AVAILABLE FOR DOWNLOAD

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- Book descriptions at three lengths (this document)

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“Dedicated to the Master Architect, who bound choice to circumstance to create the priceless gift of free will.”

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