

ATTITUDE OF A CHAMPION LEADER

How championship leaders lead with passion, purpose, and love for their people.

"Leadership is simple. But anyone who's actually done it knows — simple is not the same as easy."

Aaron had the rare privilege of being coached by Dr. Tom Osborne, one of the greatest college football coaches in history. Over three decades at the University of Nebraska, Coach Osborne built a legacy most programs only dream about: an 80%+ winning percentage and three national championships.

But the wins weren't the most impressive part. What set Coach Osborne apart was **how** he led — the way he treated assistant coaches, players, and staff with the same steady consistency, year after year. It was a leadership style built on something deeper than strategy.

It started with attitude.

In this keynote, Aaron unpacks the principles he learned firsthand from a legend — and shows leaders how to build the kind of culture people don't want to leave.

THIS KEYNOTE IS ABOUT

- **Trust** — The role transparency plays in earning loyalty that lasts through tough seasons, not just good ones.
- **Culture** — How championship leaders create environments where people show up fully — not because they have to, but because they want to.
- **Consistency** — Why the best leaders don't have a "game day" personality — they're the same person in every room, every day.
- **People** — Why treating people equally and fairly doesn't mean treating them the same — and how great leaders walk that line.

WHAT YOUR TEAM WILL TAKE AWAY

- ✓ The role transparency plays in earning trust and building loyalty
- ✓ Why equal and fair doesn't mean the same — and how great leaders walk that line
- ✓ How leaders set the tone through consistent action, not words alone
- ✓ The mindset shift that turns managers into leaders people want to follow

IDEAL FOR

Executive teams, leadership offsites, management training, and culture-building events.

LEADERSHIP

CULTURE

CORPORATE

EXECUTIVE

MANAGEMENT

AUDIENCE: EXECUTIVE TEAMS · LEADERSHIP OFFSITES · MANAGEMENT TRAINING

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ATTITUDE OF A CHAMPION SALES PROFESSIONAL

Why the best in sales win from the inside out.

"Your CRM doesn't close deals. Your network doesn't close deals. You close deals — and what's going on between your ears decides how many."

Today's sales professional lives in a world of constant change — sometimes constant chaos. Big wins. Big losses. And a market that doesn't slow down for anyone.

So what separates the top performers from the rest? It's not the database. It's not the network. It's not the lead list. The real edge is an inside job — **a Champion's Attitude.**

In this keynote, Aaron unpacks the mindset that keeps elite salespeople producing year after year, regardless of market conditions, quota pressure, or competitive noise.

THIS KEYNOTE IS ABOUT

- **Mindset** — Why the internal game determines the external outcome, every single time.
- **Connection** — Why the best closers don't sell — they create the space for customers to buy.
- **Fundamentals** — The non-negotiable daily habits that separate champions from the rest of the leaderboard.
- **Authenticity** — Why customers aren't buying the product. They're buying you — and how to make that work in your favor.

WHAT YOUR SALES TEAM WILL TAKE AWAY

- ✓ The mindset and attitude that defines a Champion sales professional
- ✓ Why the best closers don't sell — they create space for customers to buy
- ✓ The non-negotiable daily fundamentals that drive long-term results
- ✓ Why customers aren't buying the product — they're buying you

IDEAL FOR

Sales kickoffs, quarterly sales meetings, business development teams, and revenue org events.

SALES

CORPORATE

MINDSET

PERFORMANCE

BUSINESS DEV

AUDIENCE: SALES KICKOFFS · REVENUE TEAMS · Q1 & Q3 EVENTS

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PERFORM LIKE A CHAMPION

Attitude. Achievement. Mental toughness in a world that doesn't let up.

"I've been in a championship locker room. And I'll tell you something — it looks a lot more like your Monday morning than you'd think."

Champions share a specific set of traits: mental toughness, adaptability, and the discipline to focus when everyone else folds. Aaron knows them firsthand — as a member of the 1994 Nebraska Cornhuskers, considered by many to be one of the greatest college football teams ever assembled.

Today's corporate environment isn't all that different from a championship locker room. The pressure is real, the competition is ruthless, and the people who stay at the top are the ones who've built the right mindset to handle both.

THIS KEYNOTE IS ABOUT

- **Mental Toughness** — Staying locked in when the pressure spikes, the market shifts, or the momentum stalls.
- **Attitude** — The compounding power of choosing a Championship Attitude every single day.
- **Integrity** — Why integrity and passion aren't soft skills — they're competitive advantages that compound over time.
- **Adaptability** — How to absorb change quickly without losing your edge — or your enjoyment of the game.

WHAT YOUR TEAM WILL TAKE AWAY

- ✓ Strategies for staying mentally tough when the pressure spikes
- ✓ The compounding power of a Championship Attitude
- ✓ Why integrity and passion are competitive advantages, not soft skills
- ✓ The underrated role of humor and perspective in sustained performance
- ✓ How to adapt to change without losing your edge — or your enjoyment

IDEAL FOR

Corporate kickoffs, all-hands events, leadership summits, and high-performance culture initiatives.

CORPORATE

MINDSET

RESILIENCE

PERFORMANCE

MOTIVATION

AUDIENCE: CORPORATE KICKOFFS · ALL-HANDS · LEADERSHIP SUMMITS

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CHAMPIONSHIP TEAMS HAVE NO BENCHWARMERS

The teamwork principles that build championship cultures.

"Every team says they value teamwork. *Championship teams prove it — every single day, when no one's watching."*

No one builds lasting success alone. Championship teams know it — and they don't just talk about teamwork. They build it into the daily habits, conversations, and standards that shape every corner of the organization.

In this keynote, Aaron shares the practices of championship teams and the traits that define an exceptional teammate — the kind every leader wishes they could clone.

THIS KEYNOTE IS ABOUT

- **Accountability** — Why personal accountability is the foundation of every championship team — and how to build it into your culture.
- **Encouragement** — The compounding power of lifting teammates up — and what it costs when you don't.
- **Communication** — The difference between hearing and listening — and why the best teams have mastered both.
- **Standards** — The quiet forces inside championship teams that most organizations never name — and how to build them intentionally.

WHAT YOUR TEAM WILL TAKE AWAY

- ✓ Key components of high-functioning teams — and what silently destroys them
- ✓ The compounding power of encouraging and elevating teammates
- ✓ Why personal accountability is the foundation of team success
- ✓ The difference between hearing and listening — and why it matters

IDEAL FOR

Team-building offsites, departmental retreats, culture-focused events, and cross-functional kickoffs.

TEAMWORK

CULTURE

CORPORATE

LEADERSHIP

COLLABORATION

AUDIENCE: TEAM OFFSITES · CULTURE EVENTS · CROSS-FUNCTIONAL TEAMS

[ADD TO EVENT PROPOSAL](#)[BOOK THIS KEYNOTE ↗](#)

HOW CHAMPIONS DEAL WITH DIFFICULT PEOPLE

A keynote for educators and administrators on the front lines.

"Teaching is great. Except for the students, the parents, and a couple of your coworkers."

Be honest: have you ever struggled to hold your composure when a parent goes off, a student tests every limit, or a colleague brings their bad day into your room? Difficult people are part of the job — especially the ones you can't avoid.

In this keynote, Aaron offers educators and administrators a practical, often hilarious, always honest look at how to handle the tough personalities that come with the territory — without losing your cool, your joy, or your sense of humor.

THIS KEYNOTE IS ABOUT

- **Composure** — A framework for staying grounded when difficult people push your limits — in the classroom, the hallway, and the parking lot.
- **De-escalation** — Practical strategies for turning tense conversations with students, parents, and colleagues into productive ones.
- **Energy Protection** — How to stay fully present for the people you serve without burning through your own reserves.
- **Influence** — The mindset shift that turns your most difficult interactions into your greatest opportunities to lead.

WHAT YOUR EDUCATORS WILL TAKE AWAY

- ✓ A framework for staying composed when difficult people push limits
- ✓ Practical strategies for de-escalating tense conversations
- ✓ How to protect energy without disengaging from people they serve
- ✓ The mindset shift that turns difficult interactions into opportunities

IDEAL FOR

Teacher in-service days, administrator retreats, district professional development, and back-to-school staff events.

EDUCATION

EDUCATORS

COMMUNICATION

WELLBEING

ADMINISTRATION

AUDIENCE: **TEACHER IN-SERVICE • ADMINISTRATOR RETREATS • DISTRICT PD**

[ADD TO EVENT PROPOSAL](#)[BOOK THIS KEYNOTE ➤](#)

EDUCATION & ADMIN

BURNOUT

WELLBEING

WORK-LIFE BALANCE

BE GREAT AT SCHOOL, BUT SAVE YOUR BEST FOR HOME

A wake-up call for educators on the edge of burnout.

"Educators are the best in the world at giving their best to other people's kids. The problem is what gets left over for their own."

Educators face a relentless workload — tight ratios, state testing, do-more-with-less budgets, and the emotional weight of caring deeply about kids who don't always make it easy. And still, they show up. Because they love to teach.

But there's a hidden cost. Too many educators give their absolute best to their classrooms and bring home only the leftovers. This keynote is a refuel and a reminder: be great at school, but save your **best** for home.

THIS KEYNOTE IS ABOUT

- **Burnout Awareness** — How to spot the early warning signs before exhaustion becomes a career-ending crisis.
- **Intentionality** — The case for planning your personal life with the same care you give your lesson plans.
- **Perspective** — A reminder of how short life really is — and the discipline of regular personal inventory.
- **Permission** — A genuine call to protect what matters most beyond the classroom walls — without guilt.

WHAT YOUR EDUCATORS WILL TAKE AWAY

- ✓ How to recognize early signs of burnout before it takes them out
- ✓ Planning personal lives with the same intentionality as lesson plans
- ✓ A reminder of how short life is — and the discipline of personal inventory
- ✓ Permission to protect what matters most beyond the classroom

IDEAL FOR

Teacher appreciation events, end-of-year gatherings, district wellness initiatives, and back-to-school kickoffs.

EDUCATION

BURNOUT

WELLBEING

WORK-LIFE BALANCE

AUDIENCE: **TEACHER APPRECIATION • WELLNESS INITIATIVES • END-OF-YEAR EVENTS**

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THE POWER OF YOUR CHOICES

Aaron's most requested keynote for college students.

"A choice takes seconds to make. But some choices? Some choices last a lifetime — or end one."

This presentation moves audiences to both laughter and tears — sometimes within the same minute. Drawing from his own life and the stories of students across the country, Aaron challenges college audiences to slow down and really **think** about the choices they make.

A choice takes seconds. The consequences can last a lifetime — or end one. This keynote isn't about scaring students. It's about respecting them enough to tell them the truth.

THIS KEYNOTE IS ABOUT

- **Awareness** — Helping students slow down and genuinely think about the weight of every decision they make.
- **Pressure** — Practical tools for making clear-headed decisions when peers, circumstance, and emotion are all pulling in different directions.
- **Consequence** — The honest truth that the ripple effect of a single moment can outlast every other decision in their lives.
- **Attitude** — How the choice of attitude — in every moment — is the one thing no one can ever take from them.

WHAT STUDENTS WILL TAKE AWAY

- ✓ A renewed awareness of the weight every choice carries
- ✓ Practical tips for thinking clearly under pressure — especially peer pressure
- ✓ The reminder that a single moment's consequences can outlast every other decision
- ✓ A keynote experience they'll talk about long after the event ends

IDEAL FOR

College freshman orientation, fraternity and sorority programming, student leadership summits, and campus-wide assemblies.

COLLEGE

STUDENTS

DECISION-MAKING

PERSONAL GROWTH

★ MOST REQUESTED

AUDIENCE: FRESHMAN ORIENTATION • GREEK LIFE • LEADERSHIP SUMMITS • CAMPUS ASSEMBLIES

[ADD TO EVENT PROPOSAL](#)[BOOK THIS KEYNOTE ➤](#)

THE PRICE OF BEING A STUDENT ATHLETE

How to avoid embarrassing your school, your family, and yourself.

"The rules really are different for you. *That's not fair — but it's the truth. And pretending otherwise is how careers end before they start."*

Student athletes are showing up in the news with increasing regularity — but too often, it's the wrong kind of news. Not the sports section. The arrest log.

In this keynote, Aaron sits down with student athletes and tells the truth: the rules are different for you. Fair or not, the spotlight is brighter, the consequences are louder, and one bad decision can erase years of work in a single night. Aaron shares what he's seen, what he's learned, and how to navigate the responsibility that comes with the jersey.

THIS KEYNOTE IS ABOUT

- **Responsibility** — A clear-eyed look at what comes with the jersey — and what it means to wear it with integrity.
- **Judgment** — Decision-making frameworks for the moments that test character the most — especially when no one is watching.
- **Influence** — Why the people and places athletes surround themselves with shape their outcomes as much as their choices do.
- **Privilege** — The reminder that competing is a privilege — and how to honor it every single day.

WHAT STUDENT ATHLETES WILL TAKE AWAY

- ✓ Decision-making strategies for moments that test their judgment
- ✓ Why who they spend time with matters as much as the choices they make
- ✓ The reminder that participation in sports is a privilege — act like it
- ✓ What's at stake every time they put on the uniform

IDEAL FOR

High school and college athletic programs, captains' retreats, conference-wide athlete events, and pre-season team meetings.

COLLEGE

SPORTS

ATHLETICS

DECISION-MAKING

AUDIENCE: ATHLETIC PROGRAMS · CAPTAINS' RETREATS · PRE-SEASON TEAM MEETINGS

[ADD TO EVENT PROPOSAL](#)[BOOK THIS KEYNOTE ➤](#)

COLLEGE & STUDENTS

LEADERSHIP

PERSONAL GROWTH

LEADERSHIP IS SIMPLE, BUT IT'S NOT ALWAYS EASY

Timeless leadership truths for the next generation.

"There's a new leadership theory every week. And it's no wonder young leaders are confused — most of those theories are just the old ones in new packaging."

There's a new leadership theory every week — and it's no wonder today's young leaders are confused about what good leadership actually looks like.

In this keynote, Aaron strips it back to the timeless truths. The principles that have built great leaders in every generation, every industry, every era. They're simple. They're proven. And as Aaron warns: **simple doesn't mean easy.**

THIS KEYNOTE IS ABOUT

- **Self-Awareness** — A framework for honestly evaluating your own leadership style — without ego or excuse.
- **Relationships** — Why relationships aren't just a nice-to-have — they're the foundation of every leadership opportunity you'll ever be handed.
- **Integrity** — The non-negotiable role of integrity in earning trust — and the irreversible cost when leaders compromise it.
- **Service** — What it actually means to lead people — and why the leaders worth following always put others first.

WHAT STUDENTS WILL TAKE AWAY

- ✓ A framework for honestly self-evaluating their own leadership style
- ✓ Why relationships are the foundation of every leadership opportunity
- ✓ The non-negotiable role of integrity — and what it costs when compromised
- ✓ A renewed sense of what it actually takes to lead people well

IDEAL FOR

Student leadership conferences, college honor societies, high school leadership programs, and youth-focused community events.

COLLEGE

STUDENTS

LEADERSHIP

PERSONAL GROWTH

AUDIENCE: STUDENT LEADERSHIP CONFERENCES · HONOR SOCIETIES · YOUTH EVENTS

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ATTITUDE OF A CHAMPION COACH

Build the culture. Build the dynasty.

"I played for a coach who built a dynasty. And I'll tell you — the wins were the smallest part of what made him great."

Aaron played for one of the most decorated and successful football coaches in history — Dr. Tom Osborne, the architect of a Nebraska dynasty that produced three national championships and a legacy that's still studied today.

What made Coach Osborne different wasn't just the wins. It was the culture. The standards he held in the locker room, and the way he treated every player, assistant, and staff member created a championship environment that sustained itself for decades.

This keynote unpacks what Aaron learned from the inside — and how today's coaches can build the same kind of culture in their own programs.

THIS KEYNOTE IS ABOUT

- **Culture Before Playbooks** — Why the greatest coaches in history built their programs on culture first — and why that's still the winning formula today.
- **Daily Standards** — The day-to-day habits inside championship programs that turn a group of individuals into a team.
- **Coach as Leader** — The leadership traits that sustain championship-level programs year after year — not just in good seasons.
- **Attitude from the Top** — Why your attitude as a coach sets the ceiling for the entire program — and how to raise it.

WHAT YOUR COACHING STAFF WILL TAKE AWAY

- ✓ The leadership traits that sustain championship-level programs
- ✓ How great coaches build culture before they build playbooks
- ✓ The day-to-day habits that turn a roster into a team
- ✓ Why your attitude as a coach sets the ceiling for the entire program

IDEAL FOR

Coaching clinics, athletic department retreats, head coach summits, and program-wide team-building events.

COACHING

SPORTS

ATHLETICS

LEADERSHIP

CULTURE

AUDIENCE: COACHING CLINICS · ATHLETIC RETREATS · HEAD COACH SUMMITS

[ADD TO EVENT PROPOSAL](#)[BOOK THIS KEYNOTE ↗](#)