

AARON DAVIS

Keynote Speaker · Author · 1994 National Champion · Cancer Survivor

Talent gets you in the game. Attitude wins it.

The keynote experience that sends your audience back to work — and back to life — choosing the attitude of a champion.

Aaron Davis has lived resilience on the biggest stages there are — winning a national championship, then beating cancer — and turns it into a keynote your audience will quote for years. He won't hand your people a motivational act. He'll hand them his life, and the one lesson underneath all of it: **your attitude is always your choice.**

THE COST OF THE WRONG ATTITUDE

The most expensive thing in your building isn't on the budget.

80% — of the global workforce is not engaged at work (Gallup, State of the Global Workplace 2026).

\$10T — lost to the global economy every year in productivity, about 9% of global GDP.

16% — are actively disengaged: the saboteurs who erode culture from the inside.

70% — of the variance in a team's engagement traces to one person: the manager.

You almost certainly have that 80% in your building right now — and you probably can't name them. Aaron's keynotes go straight at the root, because the one thing every person controls is the attitude they choose to bring to the work. **Change the choice, and you change the number.**

LIVED IT. NOT JUST TAUGHT IT.

In 1994, Aaron helped lead the Nebraska Cornhuskers to a national championship — and learned that talent only gets a team onto the field. What wins is attitude, discipline, and a team-first, ego-last commitment to something bigger than yourself.

Years later, cancer brought him face to face with fear and uncertainty, and he came back with lessons no slide can teach. For more than two decades and over a million people, Aaron has turned that hard-won perspective into the spark that changes how audiences see themselves — and what they believe they're capable of.

SIGNATURE PROGRAMS

The Power of Your Choices — the signature attitude keynote: the one thing you always control. Choose your response over your circumstances; reset in real time.

No Benchwarmers — building a team where everyone owns the outcome. Take ownership and turn "not my job" into team-first action.

Championship Customer Service — treating every customer like the title's on the line. Keep a service mindset under pressure; make attitude the edge.

Leadership With Passion — leading people in a way that makes them want to follow. Lead from belief, not title, with ego behind the purpose.

Every talk is tailored to your audience and theme — corporate, association, campus, in person or virtual.

WHY PLANNERS BOOK AARON

Built for your audience. Every keynote customized to your theme, industry, and outcomes.

Moved, not just entertained. Real laughter, a few real tears, lines they repeat for months.

The easiest booking on your roster. Decades on the main stage, zero drama, a true partner.

A personal reply, fast. Aaron reviews every inquiry himself, within one business day.

THE PROOF

1,000,000+ reached · 20+ years on stage · 3× author · 1994 Champion

Trusted by John Deere, Medical Solutions, and dozens more.

"Everyone laughed, most cried, and all left inspired." — Kevin Zimmerman, John Deere

"One of the masters of motivation." — Boomer Esiason, CBS Sports

"I recommend Aaron Davis without reservation." — Tom Osborne, Legendary Nebraska Head Coach

BRING AARON TO YOUR STAGE

Keynote · Half-Day Workshop · Virtual

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Aaron personally reviews every inquiry and responds within one business day.

ATTITUDE OVER EVERYTHING™ — Your Attitude. Your Choice.