

AARON DAVIS

Speaker Bios · Meeting Planner FAQ

Keynote Speaker · Author · 1994 National Champion · Cancer Survivor

Speaker Bios

Three lengths for different uses — a one-liner for social profiles and graphics, a short bio for program books and introductions, and a long bio for press kits and event pages.

One-Line Intro

Aaron Davis is a keynote speaker, author, and 1994 national champion who teaches audiences that your attitude is always your choice.

Short Bio

Aaron Davis is a keynote speaker, three-time author, and 1994 national champion who turns an extraordinary life into a message audiences quote for years. A member of the championship Nebraska Cornhuskers under Coach Tom Osborne — and a cancer survivor — Aaron has reached more than a million people over two decades on one enduring theme: your attitude is always your choice. Funny, moving, and practical, he sends every audience back to work, and back to life, ready to choose the attitude of a champion.

Long Bio

Aaron Davis learned the difference between talent and attitude on the biggest stage in college sports. In 1994, he was part of the Nebraska Cornhuskers team that won a national championship under legendary head coach Tom Osborne — and discovered that talent only gets a team onto the field. What actually wins is attitude, discipline, and a team-first, ego-last commitment to something bigger than yourself.

Years later, that lesson was tested in a way no locker room could prepare him for. A cancer diagnosis brought Aaron face to face with fear and uncertainty, and he came through it with a conviction he now shares on stages everywhere: in any season of life, the one thing you always control is the attitude you choose.

That conviction became Aaron's life's work. For more than two decades, he has delivered keynotes to corporate teams, associations, schools, and college campuses, reaching well over a million people in person and virtually. His signature programs — including The Power of Your Choices, No Benchwarmers, Championship Customer Service, and Leadership With Passion — share the same throughline and are customized to each audience before he steps on stage. Whether the room is full of executives, frontline staff, students, or athletes, attendees leave able to reset their attitude in real time and bring championship energy to ordinary days.

A three-time published author, Aaron pairs hard-won perspective with genuine humor and heart. Audiences laugh, a few are moved to tears, and on Monday morning they show up different. Leaders book him not for a motivational act, but for a message their people are still repeating months later.

Aaron's work has earned the trust of organizations including John Deere and Medical Solutions, and the endorsement of figures from his coach Tom Osborne to broadcaster Boomer Esiason. His mission is simple and unwavering, captured in the philosophy at the heart of every talk: Attitude Over Everything. Your attitude. Your choice.

Meeting Planner FAQ

Everything you need to know before booking Aaron Davis.

When you're planning a large-scale event — a national sales kickoff, an annual conference, an executive summit — every speaker decision carries weight. You're managing budgets, brand reputation, executive expectations, and the experience of thousands of attendees who took time away from their work and families to be there. The questions below address what enterprise meeting planners actually need to know, from initial outreach through post-event follow-up.

Booking & Logistics

How far in advance should we book Aaron?

For peak season (Q1 sales kickoffs, fall conference season, annual leadership summits), 6–12 months out is ideal. For tier-one dates — January, February, September, October — earlier is better. Aaron's team will confirm availability within one business day of your inquiry and hold dates while you finalize internal approvals.

What is Aaron's typical speaking fee, and what does it include?

Fees vary by event type, audience size, format, and travel requirements. Aaron's team provides a clear, all-inclusive quote after a brief discovery conversation — no hidden costs, no surprise line items. The fee typically covers keynote delivery, customization, a discovery call with your team, pre-event promotional content, and post-event resources. Travel is billed separately at actual cost or as a flat travel fee, depending on what your procurement team prefers.

Do you work with our preferred speaker bureau?

Yes. Aaron has long-standing relationships with the major bureaus and is happy to work through whichever channel your organization prefers. He can also contract directly if your procurement process allows it.

What contracting and payment terms do you accommodate?

Signed paperwork and the initial deposit are due within five business days of contract issuance, unless an alternate timeline has been agreed to in advance with Aaron Davis Presentations, Inc.

On-Site Experience

What are Aaron's technical and stage requirements?

Aaron travels with a standard rider that includes a wireless lavalier or over-ear mic (no handhelds), confidence monitor, presenter remote, a stage that allows him to move freely (he does not stand behind a podium), and a 16:9 screen for his deck. He can adapt to most ballroom and theater setups and works closely with your AV team in advance to confirm specs. A short tech check the day-of is standard.

How long is a typical keynote, and is there flexibility?

Standard keynote length is 45–60 minutes, which is the sweet spot for impact and energy. Aaron can flex to 30 minutes for tighter agendas or extend to 75–90 minutes when Q&A or interactive elements are added. Half-day and full-day workshop formats are also available for leadership cohorts and intact teams.

Will Aaron stay for the full event, or just his session?

For most engagements, Aaron arrives the day before, attends networking functions if helpful, and remains — travel schedule permitting — available for meet-and-greets, book signings, photo ops, and VIP receptions surrounding his session. For multi-day events, extended on-site presence can be arranged.

Does Aaron offer book signings or meet-and-greets?

Yes. Aaron's books — *Wisdom from the Man with the Mop* and *Ten Minute Truths* — are popular as attendee gifts and signing-line draws. Bulk pricing is available for orders of 50+ copies, with delivery coordinated to your event venue. Aaron will personalize and sign on-site at no additional charge.

What about VIP receptions, executive dinners, or board meetings?

Aaron is happy to participate in private executive functions surrounding the keynote — sponsor dinners, board receptions, top-performer events, leadership breakfasts. Many large clients find these touchpoints multiply the value of the engagement.

Risk & Reputation

What happens if Aaron has to cancel?

In over two decades of speaking, Aaron has rarely missed an engagement. In the event of a genuine emergency (illness, family crisis, force majeure), his team works immediately to either reschedule at no penalty or, with your approval, arrange a vetted substitute from his trusted network. Standard contract language addresses these scenarios up front so there are no surprises.

What is Aaron's social media presence like, and do you vet content for risk?

Aaron's public presence is built around the Attitude Over Everything message — encouraging, faith-friendly, professional, and consistent across two decades. There is no skeleton-in-the-closet content for your communications team to discover. Vetting is straightforward, and Aaron's team is happy to provide a media kit, recent speaking footage, and references on request.