



## “Be An Everyday Leader!” Keynote Speech

One of the most colossal traps in our working world today is believing we are not ready or good enough to be a leader. Leadership Speaker Jake French wants to erase that belief from your mind by helping your audience realize why their job title has nothing to do with the amount of impact they can have each day. We don't need more management, we need more people to be a positive influence in the position they already have. By showing you the ideas that are obvious, but often unnoticed, this uplifting speech will give concrete steps that people from every rung on the ladder can use to step up and start acting like a leader.

Your group wants more than a pep talk, they want a new mindset. Jake's heroic journey from a totally independent young man on top of the world to being paralyzed from the collarbone down, will inspire your team to take a fresh look at how they adapt to challenges and focus on what can be accomplished, instead of what stands in the way. While clawing his way back to regaining a life, Jake needs assistance to do just about everything. His perspective helps us all understand the ability we each have to make a difference in someone's day. Often it's the simple things like making someone feel listened to, valued, or included as an important part of the group. Other times it's deeper like adjusting your communication style to better connect with someone and going beyond just being right, instead doing what's right for the relationship.

Join Jake to turn inspiration into action with concrete strategies people at all levels can use to step up and take the reins as an everyday leader so that you get people excited to be a part of your team!

### Learning Objectives:

- Identify daily opportunities where anyone can be a leader
- Practice the first step to establishing a can-do culture
- Discuss a strategy to help your team stop fighting change and start rolling with it
- Dive into actionable relationship building skills to increase trust

**Biography:** LEADERSHIP will make or break the culture within your group. In today's whirlwind of change, you can't survive without it. Jake French, the very definition of everyday leadership, shows the complete path from how to recognize opportunities to practice it, all the way to strategies you can use to impact those around you. As a young man on top of the world with a new college degree and dream job as a forester, life was suddenly turned upside down by a devastating spinal cord injury that left him a quadriplegic. In the blink of an eye Jake had to form a team of people around him who believed in a common mission and would do anything to help accomplish it. Today he teaches these same strategies to associations and companies who want their people to make a difference wherever they are, so that they can create a “can-do” culture where leadership is developed daily!



**Here are some samples of the speeches that event planners love:**

Jake French Sizzle Reel: Your Next Keynote Speaker

<https://www.youtube.com/watch?v=oJwLrUh0jhU&t=1s>

Leadership Sample Video

[https://www.youtube.com/watch?v=J\\_K\\_8jJnKUK](https://www.youtube.com/watch?v=J_K_8jJnKUK)

"Jason Story" Make A Difference Where You Are

<https://www.youtube.com/watch?v=cZ6BdgiBQac>

"Subaru Story" Bring the Best out of Each Situation

<https://www.youtube.com/watch?v=Zv7vNiHNWGW>

**Since we know references are highly important to your group, please feel free to reach out to these event planners who have happily worked with us:**

Rod Huffman, Event Planner Associated Oregon Loggers

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Stephanie Rink, Chair WSU Administrative Professional Advisory Council

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## What our clients are saying...

“The audience evaluations were 100 percent positive, extolling not only his valuable message, but his humorous and heartfelt delivery. Jake makes it a point to understand the audience so that the presentation is relevant and applies directly to your audience. He has my most sincere recommendation!”

- Marilyn Trinkle, Event Planner at Silverton Health

Jake was flexible and gracious throughout our planning challenges. He seamlessly incorporated last minute changes into his program, spent time to personally speak with employees throughout the day, and rallied our troops!

- Suzie Pride, Event Planner, Kitsap County Public Works

“The most personalized message I’ve ever seen. He addressed our group perfectly!”

- Jeff Davis, General Manager at Wasco Electric Co-op

“With the conference theme "The Sky's the Limit" we selected Jake because his story could connect with our employees so they could put these words into action. He made an unforgettable impact on our staff, and I still hear people repeating "Life Happens. Live It!"

- Karen Rutledge, CEO, Shangri-La Disability and Human Services

“Absolutely fantastic! This is the second time we've had Jake, and we hope to use him for many years to come because his message to our employees was spot on.”

- Guy Cowart, President Consonus Rehab