

TODD WETZELBERGER

KEYNOTE SPEAKER | RESILIENCE & LEADERSHIP

"Resilience isn't a feeling. It's a strategy - and it can be built."



Built to Rise

Why some people break under pressure - and others become stronger. A signature keynote that turns hard-won survival into a repeatable framework any audience can use.

Todd has faced life-and-death challenges 350 feet underwater as a commercial diver working in the Gulf of Mexico, watched a \$4M real estate portfolio vanish in a single hurricane, and taught himself the law to take on major banks - and win. But the talk isn't the stories. It's the pattern underneath them: a blueprint for rebuilding after everything falls apart. Audiences leave with the **RISE framework** - a practical system they can apply to business, career, health, and life the next morning.

THE RISE FRAMEWORK

R - Reframe: Trade "Why me?" for "What now?"

I - Inventory: Count what survived - skills, relationships, knowledge, character.

S - Small Wins: Momentum is built one mile, one call, one decision at a time.

E - Execute: Not perfectly. Repeatedly. Action creates confidence.

AUDIENCES LEAVE WITH

- A repeatable method for leading through crisis and change
- How to rebuild momentum after a major setback
- The mindset shift that separates people who break from those who grow
- A practical action plan, not just inspiration

SIGNATURE STORIES (THE PROOF)

- Deep-sea commercial diver - 350 ft underwater in the Gulf of Mexico, life-or-death procedure under pressure
- Lost 90+ rental properties and a \$4M portfolio to Hurricane Katrina - and rebuilt
- Self-taught litigation against major financial institutions
- Boston & Atlanta marathons; sailed across the Atlantic Ocean

TALK FORMATS

Keynote (45-60 min)

The full Built to Rise signature talk with framework + application.

Signature 18-min

TEDx-style idea talk - high-impact, single big idea.

Workshop (half/full day)

Interactive RISE deep-dive with exercises for teams.

IDEAL AUDIENCES

Entrepreneur & founder events • Sales organizations • Real estate & finance conferences • Associations & chambers • Leadership & culture summits • Healthcare & first responders • Corporate kickoffs facing change