



1 FLAGSHIP KEYNOTE

THE ONLY HATER THAT MATTERS

Inspiring Real Confidence in the People Around You

Everyone has critics. Most of them matter far less than we think. The one critic that matters is the one asking whether you are good enough, ready enough, or perfect enough to step up.

Cory Geffre spent years running on the fuel of proving people wrong... until he found the one critic that he could not outrun. In this keynote he tells that story and the turn that came after it, and he asks the one question that changes a room: Who are you afraid of disappointing?

You will leave knowing how to quiet your own self-doubt, fear of public failure and perfectionism, and how to give the people around you real confidence... the kind that grows from their own skill set, not from praise. Beat the only hater that matters, and the rest of your critics just become people who don't understand you yet.

2 WHY WORKING HARD ISN'T ENOUGH

What Turns Effort Into Consistent Results

Cory Geffre came back to golf after twenty years away, and he was awful. So he went to the driving range with one club and seventy-five balls, and he would not add another to the bag until it earned its place. In this keynote he tells that story, and the mantra behind it, first built for a son learning to kick... and what it takes to build consistency and keep it. And he asks: What is the one club you are going to earn first?

You will leave knowing how to choose the three to five things that matter most, how to hold up in the rain, the wind and a bad snap, and how to keep the inputs coming so the results keep repeating. Earn one club at a time, and the bag you carry is one you can trust.

3 8 SECONDS OF CHANGE MANAGEMENT

Four Decisions That Carry You Through Change

Leading change is like a bull ride. From the back of the bull it is loud, it is fast, and the only question that matters is whether you stay on. And most change does not stop after the initial implementation.

You will leave knowing how to make each of those decisions on purpose, how to keep your people on the ride with you, how to tell a little steer from a big bull, and what to do when the ride never seems to end, plus the one rule that keeps the big ones from stacking up: only one bull at a time. Stay on for the eight seconds, and the next ride gets easier.

4 YOU ARE HERE

Finding Your First Step on the Map of Your Life

Every mall has a map, and every map has one red dot. It never shows where you wish you were or where you used to be. It says you are here... and that dot is the only place a first step can start.

You will leave knowing how to find your dot, how to see what it touches, and how to take one honest first step from the place you are standing. Start from the dot, and every road gets shorter.

5 THE TURNAROUND PATTERN

Finding the Shape Behind Every Comeback

Every turnaround feels like its own story. A person starting over, a small business losing money, a large organization slipping... from inside each one, nothing looks alike. Look closer, and the same shape shows up every time.

You will leave knowing which move you are on, what the next one asks of you, and whether your turnaround needs to hold or break out. Know the shape, and you stop starting over.