

M MATT
BRAUNING



MATT BRAUNING SPEAKER PACKET

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

Matt Brauning

Matt equips leaders and teams with the tools to navigate change, strengthen collaboration, and build cultures where people perform at their best.



For 19 years, Matt Brauning has been a trusted voice for organizations that want stronger communication, deeper trust, and more adaptable teams. His work centers on the real behaviors that create connection in the workplace. With an interactive style that mixes humor, storytelling, and hands-on learning, Matt helps leaders energize change and build cultures where accountability is natural and people feel equipped to succeed.

Why Choose Matt For Your Event



1. Client-Focused Customization: Matt designs every keynote and workshop around your event outcomes. He aligns with your culture, your message, and your goals so your audience receives a meaningful, relevant experience.



2. Interactive and Engaging Delivery: As a professional storyteller and seasoned comedian, Matt brings humor, energy, and authentic connection to every room. His sessions keep participants laughing, learning, and fully engaged.



3. Practical Leadership Tools: Audiences walk away with simple techniques that improve trust, communication, and adaptability. Every insight translates into real-world action that leaders can apply immediately.



4. Full Event Support: Matt partners with you before, during, and after your event. He participates in receptions, networking sessions, executive briefings, and follow-up gatherings to reinforce your outcomes and build momentum.



5. Story-Driven Teaching: Matt uses personal stories, real client examples, and interactive moments to deepen learning. These stories anchor each lesson and help participants remember and apply what they heard.

Matt delivers high-impact opening keynotes, energizing closers, and hands-on workshops for leadership offsites, sales meetings, and association conferences. His signature message challenges leaders to energize change and create a culture of accountability and trust so they can hit their targets and exceed their goals.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

A man in a dark suit stands with his back to the camera, arms raised in a 'V' shape, addressing a large audience seated at round tables in a conference hall. The audience members are also raising their hands in response. The room has a modern design with a grid of lights on the ceiling.

KEYNOTE PROGRAM

The Firebox Principle

Unlocking Motivation That Lasts

In today's competitive landscape, sustaining motivation inside a team is more important than ever. "The Firebox Principle" reveals how to build authentic, lasting motivation that fuels performance and drives real results. Based on Matt's bestselling book, this session shows leaders and sales teams how to ignite a hunger for excellence, strengthen accountability, and keep moving forward even when the pressure rises.

Why This Talk Matters

Motivation often fades. Short-term rewards and quick incentives rarely create the deep commitment teams are craving. People want purpose, clarity, and a reason to bring their best. Leaders need practical ways to spark motivation that lasts, not a temporary burst of enthusiasm. This talk gives leaders and sales professionals a framework for understanding what truly drives people and how to harness the 7 fire drives to build long-term success across the organization.

Key Takeaways

- 1. Tapping into your Firebox:** Learn the 7 motivational drives from The Firebox Principle and how they fuel consistent performance.
- 2. Igniting Intrinsic Motivation:** Discover how to activate the internal motives that push people to excel and stay committed.
- 3. Building a Purpose-Driven Culture:** Explore simple ways to align personal purpose with team vision to build strong engagement.
- 4. Strengthening Accountability:** See how accountability, ownership, and follow-through deepen motivation and trust.
- 5. Overcoming Motivation Roadblocks:** Identify the common barriers that hold people back and learn practical ways to remove them.
- 6. Sustaining Momentum:** Gain tools to maintain long-term motivation so your team stays energized and focused.

Discover how The Firebox Principle can transform the way your team thinks about motivation and performance. This keynote is ideal for sales kickoffs, leadership offsites, and all-staff learning days. It will help you ignite real motivation that lasts and keep your team moving with purpose, clarity, and confidence.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

KEYNOTE PROGRAM

ENERGIZING CHANGE

How to Lead High-Performing Teams When Change Keeps Coming



Organizations everywhere are feeling the speed of change. New technologies, shifting markets, and constant pressure to innovate create a fast-moving environment with no finish line in sight. Many teams still wait for a return to normal, yet normal is not coming back. Change is the new landscape. This keynote gives leaders a practical path to guide their teams through ongoing change with clarity and confidence. Through storytelling, humor, and interactive moments that keep everyone involved, Matt shows how to shift mindsets, build trust, and help people lean into change instead of resisting it.

Why This Talk Matters

Traditional change models fall short because they assume that after the disruption comes a stable new normal. Today's reality is different. Teams are navigating a continuous current of change, which makes trust, communication, and adaptability more important than ever. Leaders need tools to help people feel grounded in motion, confident in uncertainty, and motivated even when the goalposts keep moving. This session gives leaders the clarity and structure to create a flexible, accountable, and resilient team culture that thrives in ongoing change.

Key Takeaways

- 1. Communicating Vision Effectively:** Learn simple ways to articulate your vision with clarity so your team understands the goal and feels confident moving toward it.
- 2. Building Trust and Engagement:** Explore how trust, transparency, and meaningful involvement turn passive observers into active participants in the change process.
- 3. Overcoming Resistance:** Discover practical strategies to address concerns, reduce fear, and transform resistance through empathy, dialogue, and shared ownership.
- 4. Creating a Change-Ready Culture:** Build a team environment that values adaptability, curiosity, and continuous learning so change becomes fuel rather than friction.
- 5. Strengthening Accountability:** Understand how clear expectations, follow-through, and shared responsibility help maintain alignment during periods of transition.
- 6. Sustaining Momentum:** Gain insights to keep energy high, monitor progress, and reinforce new habits so your team stays focused on the long-term vision.

This upbeat and engaging keynote helps teams understand change as a natural part of growth, not a disruption to survive. Perfect for leadership offsites, sales kickoffs, and org-wide learning days, this session equips your people to embrace change with confidence and move forward together.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com



KEYNOTE PROGRAM

Trustflow

Building a Culture of Trust Amid Change and Uncertainty

Trust is not a soft skill. It is the core ingredient that allows a team to move fast, communicate clearly, and perform at its highest level. When people don't feel trusted or don't trust the people around them, everything slows. But when trust flows from leader to team and back again, the entire culture lifts. In this upbeat, interactive keynote filled with real stories, humor, and hands-on moments, Matt Brauning teaches leaders how to build trust through consistent behavior, emotional intelligence, and everyday habits. Trust becomes something your people can see, feel, and rely on.

Why This Talk Matters

Many teams struggle because trust breaks down quietly. It shows up as hesitation, miscommunication, second-guessing, or a lack of ownership. Leaders often assume trust is a personality issue between people, yet trust almost always starts at the top. When leaders model trustworthiness, the culture follows. Trustflow gives leaders a clear, practical model for strengthening trust through behavior, accountability, consistency, and transparency so teams feel safe, supported, and ready to perform.

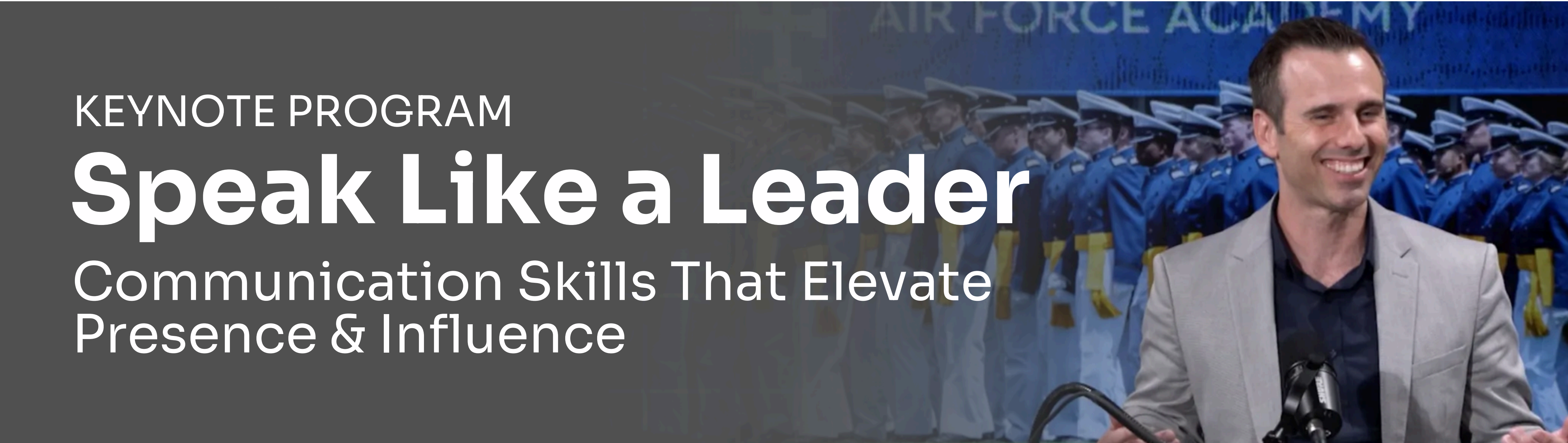
Key Takeaways

- 1. Master the Five Trust Habits:** Learn the T.R.U.S.T. Cairn—Take Ownership, Respect, Unwavering behavior, Sacrifice, and Transparency—and how to turn them into daily habits your team can count on.
- 2. Lead With Emotional Intelligence:** Learn the T.R.U.S.T. Cairn—Take Ownership, Respect, Unwavering behavior, Sacrifice, and Transparency—and how to turn them into daily habits your team can count on.
- 3. Diagnose Trust Breakdowns Early:** Recognize subtle warning signs before they become performance problems and learn how to address issues without defensiveness or blame.
- 4. Create a Trust-Centered Culture:** Build a work environment where consistency, accountability, and follow-through are the norm and where people feel valued and seen.
- 5. Model Consistency and Ownership:** Discover how steady behavior, clear expectations, and responsible leadership influence your team's reliability, confidence, and performance.
- 6. Strengthen Collaboration and Performance:** See how trust flows naturally when leaders show who they are, honor their word, and create space for honest communication.

This session is ideal for leadership offsites, sales teams, all-staff learning days, and any organization that depends on strong relationships. Leaders walk away with tools they can use immediately and a framework that helps trust become a daily practice rather than a hopeful intention.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com



KEYNOTE PROGRAM

Speak Like a Leader

Communication Skills That Elevate Presence & Influence

Great leadership is built on great communication. The leaders who stand out are the ones who can walk into a room, deliver a message with confidence, and move people to action. Speak Like a Leader equips executives, managers, and high-level contributors with the skills to communicate clearly, present with presence, and lead with confidence in any room. Whether you're presenting to your team, pitching to stakeholders, or speaking to a larger audience, this keynote gives you the tools to elevate your delivery and your impact.

Why This Talk Matters

Communication is one of the most visible expressions of leadership. When leaders struggle to present ideas with clarity or presence, they limit their influence and their ability to drive results. This keynote breaks down the practical skills behind powerful communication so leaders can build trust, earn respect, and deliver messages that land. Through simple techniques and proven communication behaviors, attendees learn how to show up with presence, hold attention, and communicate in a way that inspires action.

Key Takeaways

- 1. Master High-Impact Communication Behaviors:** Learn practical tools and leadership-based communication habits used by strong presenters and executive-level communicators.
- 2. Tell Stories That Move People:** Discover how to build meaningful, relevant stories that connect emotionally and inspire action in teams, clients, and stakeholders.
- 3. Strengthen Executive Presence:** Learn how posture, tone, pacing, and energy shape the way people experience you as a leader.
- 4. Create Natural Audience Connection:** Develop skills that build trust, rapport, and engagement in any room, whether speaking to a small group or a full auditorium.
- 5. Lead With Your Voice:** Gain strategies to communicate vision, influence outcomes, and show up as the confident, credible leader your team needs.

Dynamic communication is the cornerstone of effective leadership. Speak Like a Leader gives you the tools to deliver messages with confidence, present with authority, and strengthen your leadership presence in every interaction.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com



KEYNOTE PROGRAM

Leading With Empathy

Navigating Change with Emotional Intelligence

Leadership today demands more than managing tasks or hitting targets. It requires understanding people, reading the moment, and adapting with empathy as change accelerates. When leaders can adjust their style, communicate with clarity, and build trust through uncertainty, teams stay engaged, resilient, and aligned. This keynote introduces six adaptable leadership styles that help leaders lead confidently during times of transition. Through clear examples, practical tools, and guided reflection, attendees learn how to support their teams while driving momentum forward.

Why This Talk Matters

Change is constant, and teams look to leadership for stability, clarity, and connection. Yet leaders often default to one familiar leadership style even when shifting circumstances require a different approach. Empathy becomes the foundation that allows leaders to communicate through uncertainty, sense what their teams need, and respond with flexibility. This keynote gives leaders a roadmap for staying grounded in moments of pressure, adapting quickly, and leading with behaviors that build trust and strengthen communication when it matters most.

Key Takeaways

- 1. Understand the Six Leadership Styles:** Explore six practical leadership modes and how each one supports your team through different phases of change.
- 2. Lead With Empathy:** Strengthen emotional intelligence so you can respond to stress, uncertainty, and shifting priorities with clarity and compassion.
- 3. Match Style to Situation:** Learn how to assess your team's emotional state during change and apply the leadership style that keeps people engaged and moving forward.
- 4. Adapt Your Approach Confidently:** Build the flexibility to shift styles as challenges evolve, pressures rise, or new information emerges.
- 5. Improve Communication and Trust:** Discover how empathetic leadership strengthens communication, lowers resistance to change, and boosts collaboration.
- 6. Drive Performance Through Transition:** Understand how empathy, adaptability, and consistent leadership behaviors help teams stay productive and aligned even during major transitions.

This keynote is ideal for leaders navigating growth, restructuring, shifting priorities, or any environment where change is a constant presence. Attendees leave with practical tools to communicate with empathy, build trust, and lead with adaptability in every situation.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

KEYNOTE PROGRAM

Next Gen Leadership

How to Communicate, Collaborate,
and Lead Across Every Generation

Today's workforce brings together five generations with different experiences, expectations, and communication styles. These differences can strengthen a team when leaders know how to navigate them. They can also create confusion when people talk past each other. In this engaging keynote, Matt Brauning shows leaders how to communicate clearly across ages, understand what motivates each group, and build a culture where every voice feels valued.

Why This Talk Matters

Many teams struggle with tension that comes from simple misunderstanding. Leaders who understand generational patterns communicate with more clarity and build trust more easily. When people feel understood, they contribute more freely and collaborate with more confidence. This keynote gives leaders practical tools rooted in values, preferences, and the deeper motives that shape how each generation shows up at work. With these tools, teams build smoother communication and stronger relationships.

Key Takeaways

- 1. Recognize Generational Communication Styles:** Learn how each generation prefers to share information and give feedback.
 - 2. Bridge Common Misunderstandings:** Replace confusion with practical techniques that encourage clarity and respect.
 - 3. Use the Three Gap Closers:** Apply values, preferences, and hidden drives to strengthen connection between age groups.
 - 4. Adapt Your Leadership Approach:** Build flexibility so you can lead confidently as expectations shift.
 - 5. Improve Collaboration Across Ages:** Use shared purpose, conversation patterns, and simple communication habits to bring people together.
 - 6. Lead With Generational Intelligence:** Create a culture where trust grows, communication improves, and people of all ages feel included.
- Next Gen Leadership gives leaders a practical way to communicate with confidence, collaborate with ease, and support a multi-generational team. This keynote helps people understand one another and work together with more trust and energy.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com



TEAM BUILDING HANDS-ON SESSION

Change Immunity

Building Resilience in Rapidly Evolving Environments

How does your team respond when faced with rapid, unexpected change? In "Change Immunity: Building Resilience in Rapidly Evolving Environments," leaders will engage in a dynamic, hands-on experience designed to simulate the pressures of fast-paced change. Through a creative team-building activity, participants will navigate shifting scenarios and external stressors, uncovering valuable insights into their natural responses to change and discovering how to adapt, collaborate, and thrive under pressure.

Why Hands-on Games Matter

Leadership teams often operate in high-stakes environments where adaptability, communication, and resilience are critical to success. However, these qualities are rarely explored in low-pressure, creative contexts where honest reactions can emerge. This session provides a safe, hands-on environment for leaders to engage in meaningful collaboration while observing and reflecting on their stress responses. By unpacking these reactions, participants gain valuable insights into their behavior and team dynamics, preparing them for greater effectiveness in real-world scenarios.

Process Overview

- **Introduction and Framework:** The session begins with a short introduction outlining the objectives. Participants learn about the "game" they'll be playing, with a focus on creativity, collaboration, and problem-solving in a fast and competitive environment.
- **The Hands-On Group Exercise:** For the next 20-30 minutes, teams of 4-5 compete to build structures using everyday materials like spaghetti, balloons, or even marshmallows. As they build, unexpected scenarios are introduced to simulate real-world pressures. This dynamic activity is designed to reveal natural stress responses and highlight team dynamics in a supportive context.
- **Debrief and Reflection:** Afterwards, participants reconvene for a 20-30 minute debrief session. Together, the group reflects on their individual and collective responses, uncovering insights into how they navigated stress, communicated, and collaborated. The discussion explores key takeaways and actionable strategies to improve resilience, response speed, and teamwork.

Change is inevitable, but thriving through it requires intention, adaptability, and resilience. This hands-on team building session provides a powerful opportunity to build stronger, more adaptive teams ready to tackle any challenge that comes their way.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

TEAM BUILDING HANDS-ON SESSION

Trustflow

Experiencing Trust in Action for High-Performing Teams

How does your team respond when trust is tested under pressure? In "Trustflow: Experiencing Trust in Action," leaders will engage in a dynamic, hands-on experience designed to surface the real dynamics of trust within a team. Through a creative and fast-paced team-building activity, participants will navigate shifting expectations and collaborative challenges, uncovering powerful insights into how trust is built, broken, and repaired in real time.

Why Hands-on Games Matter

Leadership teams often operate in high-stakes environments where trust, communication, and collaboration are critical to success. However, these qualities are rarely explored in low-pressure, creative contexts where honest reactions can emerge. This session provides a safe, hands-on environment for leaders to engage in meaningful collaboration while observing and reflecting on how trust is built, tested, and maintained. Participants gain valuable insights into their behavior and team dynamics, preparing them to lead with greater confidence in real-world situations.

Process Overview

- **Introduction and Framework:** The session begins with a brief introduction, outlining the goals of the experience. Participants are introduced to the concept of trust as a habit, not a feeling, and how it can be seen in moments of tension, competition, and cooperation.
- **The Hands-On Group Exercise:** Over 20–30 minutes, teams of 4–5 are challenged to complete a creative building task using materials like spaghetti, balloons, tape, or marshmallows. But here's the twist—new "rules" and constraints are introduced mid-game that create ambiguity and force teams to rely on one another. The exercise reveals how trust is earned, lost, or reinforced when the stakes feel real.
- **Debrief and Reflection:** After the activity, participants reconvene for a 20–30 minute guided debrief. Together, they explore questions like: Who did I trust? Why? What caused me to hesitate, or step up? The discussion focuses on trust behaviors, emotional safety, communication habits, and practical ways to build a more trust-centered team culture.

Change is inevitable, but thriving through it requires intention, adaptability, and resilience. This hands-on team building session provides a powerful opportunity to build stronger, more adaptive teams ready to tackle any challenge that comes their way.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

MATT'S STORY



Hi, I'm Matt "Born For Leadership"

I think I've always had an leader's heart. At 6 years old, I wrote a note to my parents telling them I was running away to be an "Ice cream man." I also dreamed of one day owning Toy City, my go-to toy store where I spent hours looking over the latest 1980s Transformers.

I never dreamed of working in those places, I dreamed of owning them and leading the way. I never wanted to just be a "consumer", instead I have always felt like a creator. Since starting my first business at 21 years old, I have set out to create and innovate in the world of business. After 25 years in business and 19 years of speaking and coaching, I've learned what top leaders, sales pros, and entrepreneurs all share in common: the desire and drive to improve the world around them. And that is what makes us so unique!

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

MATT'S BIO



Matt Brauning is an international keynote speaker and leadership trainer, a 3-time best-selling author, and a huge yo-yo nerd.

He has filmed in 2 movies, you've seen him all over morning Television on ABC, NBC, CBS, and FOX, and he has spoken at places like TEDx, McDonald's, NASDAQ, and the United States Air Force Academy.

Matt delivers engaging keynote talks that are equal parts inspiring, actionable, and fun for corporate events, conferences, and association gatherings all over the world. With topics like 'Energizing Change', 'Leading with Trust', and 'Unlocking Motivation That Lasts', your audience will be sure to have an experience to remember.

Matt is also an avid motorcycle rider and rock climber, and pro wrestling fan! He currently resides in Grand Rapids, Michigan with his amazing wife Lola, and awesome son Valiant.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com

TRUSTED

Organizations Love Matt!



MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com



BOOK MATT TODAY

BOOK NOW →

KEYNOTES & WORKSHOPS



CONNECT WITH US

Email, call, fill out a form,
or send a carrier pigeon!
Let us know about your
event needs.



PRE EVENT SURVEY

We collaborate together
based on your needs and
goals for your event to build
your program event needs.



CUSTOM PROGRAM

Matt delivers a customized
and actionable keynote
program your audience will
love.event needs.

MATTBRAUNING | IT WILL ONLY **CHANGE** EVERYTHING
WWW.MATTBRAUNING.COM

To book Matt, contact our team
(616) 965-2110 | Hello@mattbrauning.com