Matt Brauning, CSP

Keynote Speaker · Best-Selling Author · Yo-Yo Nerd



Matt Brauning, CSP, is a keynote speaker, 3-time best-selling author, and a huge yo-yo nerd. He holds the Certified Speaking Professional™ (CSP®) designation, the highest earned designation one can achieve in the speaking industry, held by fewer than 17% of National Speakers Association members worldwide.

In 20 years on stage, Matt has spoken at places like TEDx, McDonald's, NASDAQ, and the United States Air Force Academy. He's been in a few movies, and you may have caught him on morning television on ABC, NBC, CBS, and FOX.

Matt created Culture Integrity™, a framework for aligning an organization's stated values with the way its people work together every day. Using Values Intelligence (VQ)™ and data-driven assessments, he works alongside leaders to build on what's already working and close the gaps that slow down high-performing teams. In practice, that means helping teams build trust during change, find purpose and motivation that lasts, and communicate effectively across generations. Each of those is a keynote, and each can go deeper as a hands-on workshop or team-building session.

His upcoming book, *Generational Static: Cut Through the Noise and Unlock Leaders in Every Generation*, releases in January 2027. Through relatable, research-backed stories from shop floors to boardrooms, it shows leaders what each generation brings to the table, and how to get four generations working as one team.

Off stage, Matt performs improv comedy, and he brings it into every presentation, so expect plenty of laughs. He lives in Grand Rapids, Michigan, with his amazing wife Lola and awesome son Valiant, where he enjoys rock climbing and watching pro wrestling.

Certified Speaking Professional

National Speakers Association Michigan Board Member