

MEL BLACKWELL

KEYNOTE SPEAKER | *THE CULTURE ARCHITECT* | AUTHOR

MAKE THE TOWN SAFE™.

How great leaders eliminate culture drift, build accountability, and create teams that execute

WHY EVENT LEADERS CHOOSE MEL

35 years · 15 mergers · \$4.5B+ · highest-rated session, NSSF Summit

Your audience leaves with shared language they actually use—from the leadership table to the floor. That language comes wrapped in **Melisms: the rattlesnake in the baby crib · asking a cat to bark · the scorpion and the frog · the square-wheeled wagon · the CTO who held the business hostage.**

People laugh in the room. Repeat them in the hallway.
Use them to lead on Monday.

Mel equips leaders to:

- Eliminate Culture Friction
- Put ownership closer to the work
- Raise the Bar Without Breaking the Culture

Format: Opening or closing keynote

Length: 60 minutes (can adjust)

Audience: 100–2,000 summits, associations, off-sites

KEYNOTE: MAKE THE TOWN SAFE™

HOW GREAT LEADERS ELIMINATE CULTURE DRIFT, BUILD ACCOUNTABILITY, AND CREATE TEAMS THAT EXECUTE



"Mel's keynote was the highest-rated session of our event."

— **Derrick Nawrocki, President / Publisher – Grand View Outdoors / COLE publishing**

THE FOUNDATIONAL TEXT: **UNCOMMON SENSE**

The Fight to Fix Your Workplace Culture in the Wild West of Business

- #1 Amazon Best Seller
- Shared language for culture, accountability, and execution

CONTACT MY TEAM



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THE FOUR PILLARS

THE UNCOMMON **SENSE** BLUEPRINT™

FROM SURVIVAL MODE TO THRIVE MODE™

THE STORIES MAKE IT STICK. THE SYSTEM MAKES IT USEFUL.

01

MAKE THE TOWN SAFE

Eliminating Culture Bandits

Only one side of the rope. No tug-of-war. Mel shows leaders how to identify the “rattlesnakes in the baby crib”—the tolerated behaviors and culture bandits that erode trust. When the town is safe, people can reach up, embrace the goal, own the problem, and perform without looking over their shoulders.

02

LOWER THE SLOPE

Removing Resistance

“We do not do other people’s jobs—they do.”

Leaders lower the slope by removing needless resistance, fixing square-wheeled wagons, clarifying what, how, and when, and stopping the upward transfer of work. They lead people across the Discomfort Bridge—out of comfortably miserable patterns and into positive, decisive change.

03

ALIGN THE TEAM

Building Structure and Shared Language

Confusion is the enemy of speed. Mel helps leaders clarify roles, accountability, and decision rights—and gives the organization shared language so everyone works from the same sheet of music.

When the team is on one side of the rope, ownership strengthens, decisions accelerate, and every person can bring their Best Pledge™ to the work.

04

RAISE THE BAR

Accelerating Performance

Once the town is safe, the slope is lower, and the team is aligned, leaders can raise the bar without breaking the culture.

The high bar travels down. The people closest to the work build the how, solve what stands in the way, and push stronger solutions and results back up.



IDEAL AUDIENCES

- Executive Leadership Teams
- Association & Industry Conferences
- Corporate Annual Meetings & Retreats
- Vistage Groups & EOS Leadership Teams
- User Conferences
- Sales & Leadership Summits

WE START DOING OUR JOB AT GOAL.

THE HIGH BAR TRAVELS DOWN.

**THE HOW, THE SOLUTIONS, AND THE RESULTS
TRAVEL BACK UP.**

THE UNCOMMON **SENSE** BLUEPRINT™

A shared language that helps leaders:

- Make the Town Safe™
- Lower the Slope™
- Align the Team™
- Raise the Bar™



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