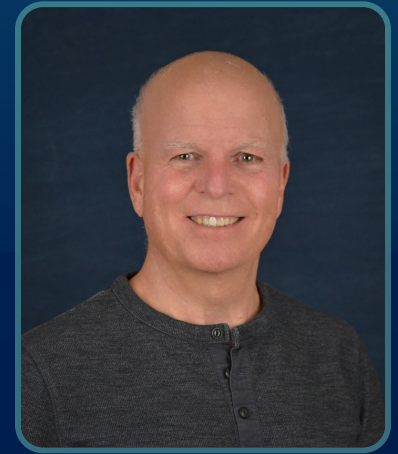


SPEAKER KIT

Bill Foss

Founder of the Performance Identity System.
Creator of SHIFT I.O.S.™ and the Identity Range
Method™

I speak about what nobody warned
you about after success.



WHO I SPEAK FOR

For people who already did the work.

Sales teams, real estate and mortgage offices, brokerage leadership, and conferences. The people in the seats have done the work, hit the numbers, and started asking the question that does not have a strategy answer: now what.

I give them the conversation underneath that question, told by someone who built a business, sold it, and learned this the expensive way. No hype. No stock keynote. A talk shaped to your room.

TWO ROOMS I SHOW UP IN

Sales leaders and brokerage owners

You are booking a speaker for your team meeting, kickoff, or top-producer event. The people in your room can sell. They do not need more tactics. They need a conversation about why their best year still left them flat, and what to do about it.

Conference and event organizers

You are booking talent for an audience of agents, mortgage professionals, or sales professionals. You have had the tactical speakers, the motivational ones, the hype keynotes. You want a voice that goes one layer underneath, and a room that remembers it.

Four conversation territories.

Same body of work, different angle depending on your room. Every talk is shaped to your audience, never a stock keynote.

Why top producers stall

Why the agent, the salesperson, the producer who already knows what to do still does not do it. And why more accountability, better systems, and harder discipline never close the gap.

What success actually feels like

The flatness, the boredom, the quiet wondering, and why nobody warned you about this part. The conversation most successful people are having privately and almost never out loud.

Getting your life back

You built it. You can run it. The question is what it is costing you outside of work. How to build the business bigger without spending the marriage, the kids, or the health you built it to protect.

The identity underneath performance

Why the next level stalls, decisions slow down, and discipline stops working, and what sits upstream of all of it. The body of work I have refined for 40 years and the system I built around it.

Recognition, not motivation.

A name for it

Language for a strain they have felt for years and never heard named.

Clarity

Why the work got heavier even while their performance stayed high.

Relief

The end of assuming something is wrong with them.

A steadier footing

A calmer orientation toward the next level of production.

This is not motivation. It is recognition, coherence, and stability under pressure.

FORMATS AND WHAT IS INCLUDED

Formats

45 to 60 minute keynote (most common). 90 minute interactive workshop. Half-day immersion for sales teams or leadership. Panel participant.

Delivery

In person or remote, with a broadcast-quality setup for virtual events.

- **A 30 minute discovery call** so I know your room before I walk into it.
- **A talk shaped to your audience**, not a stock keynote.
- **Q&A or a live coaching segment** if it is useful for your room.
- **Copies of *The Identity Advantage* for attendees**, at cost.
- **Recording rights and clips** for your post-event content.

No selling from stage. The content stands on its own.

WHERE I SHOW UP

- Real estate brokerages: team meetings, top-producer events, retreats.
- Mortgage offices: sales kickoffs, leadership offsites.
- Industry conferences: real estate, mortgage, sales.
- Sales organizations: team events, annual meetings.
- Mastermind summits and high-producer gatherings.

THE BOOK

At cost for your room.

BEST-SELLING AUTHOR

The Identity Advantage

The systematized version of what I speak about. For your event, I can make copies available at cost, as a pre-event read, an on-stage giveaway, or a follow-up that keeps the conversation going after the room empties. Hardcover, paperback, and Kindle.

[View on Amazon](#)

RECENT ROOMS

The NO W.H.I.N.E. Tour

Co-host · Laconia, NH · Jan 7 to 9, 2026

An invitation-only retreat for top producers. Co-hosted with Christine Beckwith (20/20 Vision) and Kris Radermacher (K2 Consulting). Three days on what actually moves people who are already at the top.

Deeper Than Dough

Episode 121 · July 2025

A long-form conversation on why success cannot outrun identity. Building a nationally recognized real estate business, hitting bottom anyway, and the alignment work nobody talks about.

ABOUT BILL

SHORT BIO

Bill Foss spent 40+ years building and leading businesses. He built an award-winning brokerage across 23 cities to national recognition and sold it, and served as a regional franchisor. He is the founder of the Performance Identity System, creator of SHIFT I.O.S. and the Identity Range Method, and author of the best-selling *The Identity Advantage*. He works with sales professionals, real estate and mortgage producers, and brokerage owners.

LONG BIO

Bill Foss has spent more than 40 years building, leading, and selling businesses. He built an award-winning brokerage across 23 cities to national recognition, served as a regional franchisor, sold the brokerage, and then spent the years after that working out why he had hit every number he set and still felt like something was missing. That question became the Performance Identity System.

His point is direct. Performance ceilings are not strategy problems. They are identity problems, and you can't outperform the version of you running the show. Bill knows what it costs when who you are can't hold what you have built, because he lived it. He is the founder of the Performance Identity System, creator of SHIFT I.O.S. and the Identity Range Method, and author of the best-selling *The Identity Advantage*.

FEE AND TRAVEL

Flexible

Fee and travel depend on the audience, the venue, and the format. Tell me about the room and we will sort it out.

Straight answers

If it is not a fit, on audience, topic, timing, or budget, I will tell you straight. And if I know someone who is a better fit, I will point you their way.



Let's see if it's a fit.

I read every inquiry myself. No agent, no gatekeeping. If it's a fit, you will hear back from me within 48 hours.

Tell me about your event, who is in the room, and what you want them to walk out with.

[Email Bill](#)

Email bill@billfoss.com with "**speak**" in the subject line.

billfoss.com

Identity first. Then everything finally works.