



It Starts With You!

HOW TO BUILD THE LEADERSHIP CREDIBILITY PEOPLE ACTUALLY TRUST

KEYNOTE DESCRIPTION

Leadership isn't about you, but it always starts with how you show up.

In this high-energy, interactive keynote, Justin Patton challenges participants to take extreme ownership of their presence and the impact they have on others. Trust, influence, and credibility don't happen by accident.

This session isn't just for people with titles. It's for anyone who leads meetings, builds relationships, drives culture, or communicates under pressure. In other words: everyone.

Through powerful stories, real-time feedback, and audience-driven exercises, participants will walk away with practical tools to show up more powerfully and lead from wherever they are.

Because leadership isn't about position. It's about presence. And that starts with you.

PROGRAM OBJECTIVES

- ✓ Uncover the number one hidden habit sabotaging their leadership credibility
- ✓ Map who they are at their best
- ✓ Learn how body language builds or erodes trust in every interaction
- ✓ Practice flexing between authority and empathy to lead with intention



PROGRAM LOGISTICS

 **TIMING OF PROGRAM**
1 hour

 **SUPPORTING MATERIALS**
All leaders will complete a learning map

TESTIMONIAL OF PROGRAM

"Your presentation was truly inspirational and resonated with everyone. The insights you shared struck a powerful chord with the group. Your stories and practical advice were not only motivating, but encouraged reflection and growth, both personally and professionally. It was evident from the discussions afterward that your message added tremendous value."

JIM KELLY, VP Global Training at The Wendy's Company

