



# It Starts With You!

**LEADERSHIP CREDIBILITY IS WON OR LOST IN THE GLIMPSES. THIS KEYNOTE TEACHES YOU TO OWN YOURS.**

## KEYNOTE DESCRIPTION

**Every leader leaves an impression. Even when they're not trying to.**

Trust, credibility, and influence aren't built in big moments. They're won or lost in the glimpses: the split-second reads people make about who you are, how you lead, and whether you're worth following. Most leaders have no idea what their glimpses are saying.

In this keynote, Justin Patton challenges leaders to do the hardest work in leadership: look honestly at themselves. Drawing on his study of body language with a retired FBI agent and years of executive coaching, Justin exposes the hidden habits and unconscious signals that are either building your leadership credibility or quietly costing you.

This isn't about titles or org charts. This is about self-leadership: Knowing who you are at your best. Recognizing when your ego turns your greatest strength into your biggest liability. Taking full ownership of the presence you bring to every room, every relationship, and every conversation.

Because the leader people choose to trust isn't the one with the most authority. It's the one who had the courage to look in the mirror first.

**It 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

## TESTIMONIAL OF PROGRAM

"The moment he took the stage, he resonated with everybody. The whole crowd leaned in. I'm taking away how to show up my best and how to make sure my strength doesn't turn into my liability."

**CORBIN NICHOLS, VP of Restaurant Excellence**

