



LARRY BROUGHTON

Former U.S. Army Green Beret, Award-winning CEO and Bestselling Author, Keynote Speaker and Corporate Trainer

SPEAKING CATEGORIES:

Leadership, Motivational, Business, Personal Growth, Entrepreneurship, Military, Mindset, Team Building

TRAVELS FROM:

Orange County, CA

SPEAKER'S FEE RANGE:

\$10,000 - \$15,000

LARRY'S MOST REQUESTED PRESENTATIONS

F* WORDS: Overcoming the Obstacles Between Dreaming and Doing

Larry's authentic, high-octane keynote features inspiring stories and practical tips to overcome adversity, face challenges, and live a more productive, high-impact and significant life. Based on his studies of business and personal success; along with personal interviews with hundreds of successful entrepreneurs, athletes and thought leaders, Larry shares the driving strategies for overcoming any obstacle.

Navigating Change and Uncertainty

Change happens when the cost of the status quo is greater than the risk of change. In business, leadership, and life, change is the one constant, yet scares and paralyzes most leaders and team members. Winston Churchill famously said, "We must take change by the hand or rest assuredly, change will take us by the throat."

Audience Members Will Learn:

- Inspiring leadership techniques that will reduce fear and increase innovation in the face of change
- How to pursue positive change to propel them toward a life of significance and success
- Techniques to navigate the rough waters of change and to infuse a spirit of anticipation, confidence and excitement to any team challenge

Leadership Lessons from a Former Green Beret

Larry shares the insider secrets and the key success strategies for effective leadership from his service on A-Teams in the US Army's elite Special Forces (The Green Berets), and how he parlayed them to build world-class businesses and become an award-winning entrepreneur. Larry explains that healthy and effective leadership skills are within everyone's grasp, not exclusive to those in official command-structure roles in formal organizations.

Based on his military and entrepreneurial experience building teams that outmaneuver and outperform larger, better funded organizations, Larry discusses the ideal profile of effective teams and offers tools, techniques and resources to create and motivate teams to greatness.

Five Special Ops Strategies to Build Elite Teams

Through stories from his time serving on elite US Army Special Forces A-Teams, and his entrepreneurial experience building teams that outmaneuver and outperform larger, better-funded organizations, Larry discusses the ideal profile of effective teams and offers tools, techniques and resources to create and motivate teams to greatness.

Larry shares the secrets of:

1. How to attract the top-producing people in your field
2. How to understand your team's wants and needs
3. How to eliminate water cooler complaining
4. How to foster loyalty to your organization

Cracking the E-Code: 6 Success Strategies for Unlocking the Entrepreneurial Potential in Any Organization

Today's dynamic business environment demands bold leadership, focused decision-making with 360-degree visibility, and agile teams capable of rapidly leveraging opportunities. Unfortunately, many organizations are plagued by glacial decision cycles, ineffective silo structures that kill effective collaboration and creativity and arcane talent development programs that waste human capital. The result? Staying stuck in neutral while more nimble competitors race past. It's time to "crack the E-Code" and unlock the latent Entrepreneurial Potential lurking within your organization today!

This high-octane keynote shares 6 mission-tested strategies to:

1. Engage and empower your team with the Entrepreneurial Mindset
2. Discover and leverage the unique strengths of each team member
3. Dramatically improve collaboration and communication across departments/divisions
4. Significantly improve the speed, efficiency, and outcomes of your organization's decision-making process.

ABOUT LARRY:

Larry Broughton is an award-winning entrepreneur and CEO, bestselling author, keynote speaker, and former U.S. Army Green Beret. Larry has parlayed lessons from serving his country and applied them to the business arena attaining extraordinary success. **CBS News** has called Larry "the nation's foremost expert on leadership and entrepreneurship," and LA Weekly named him among the *Top 10 Speakers in North America*.

Among other organizations, he is Founder & CEO of broughtonHOTELS, a veteran in the boutique hotel industry. Larry has received dozens of business awards, including Ernst & Young's *Entrepreneur of the Year*® and Passkeys Foundation's *National Business Leader of Integrity*.

Larry has authored books and hundreds of articles on leadership and team building, including his Amazon #1 bestseller, *VICTORY: 7 Revolutionary Strategies for Entrepreneurs*. His upbeat, creative approach to business and life has been featured in newspaper and magazine articles across the country and he's been a guest on podcasts, news, and TV programs on every major network.

Larry has delivered keynote addresses and training programs to Fortune 100 firms, including **Walmart, Cutco Corporation, Turner Broadcasting, and Toyota/Lexus**, as well as universities, non-profits, medical facilities, and the **Pentagon's** Office of the Chairman of the Joint Chiefs of Staff.

WHAT THEY ARE SAYING:

I have heard a lot of speakers, and I can say without question that Larry is the most inspiring speaker to ever talk to our population. Larry gets it! He's lived what our warriors have lived, and he knows what is in front of them. Like a good soldier, he's passing on his knowledge so others can navigate the landmines of life and be successful.

— **Al Giordano**, Co-Founder, Wounded Warrior Project

Larry's high energy and powerful keynote at Walmart's Open Call was the perfect balance of inspirational tips, humorous anecdotes, insightful lessons delivered in an approachable and transparent manner that inspired attendees towards actionable steps in their personal and professional lives. If you get a chance to have Larry speak at your event, jump at the chance!

— **Mark Espinoza**, Senior Director of Public Affairs, Walmart Headquarters

Larry is a very engaging, inspirational, and dynamic person; we would highly recommend him and look forward to working with him again in the future. His passion for ensuring that people have the tools for success is unparalleled. Larry is an example of what true leadership is all about.

— **Sharon Gwynn**, Chair, Giant Foods

When Larry Broughton spoke at our business seminar, he absolutely blew the roof off! I have never heard so much positive feedback from ANY speaker, and we've put on nearly 200 seminars. Larry is authentic, powerful in his message, and inspiring to the heart. If you have a chance to book him, take it!

— **Matt Brauning**, Founder, Evolution Seminars

Larry Broughton is one of the best leadership speakers we've seen. His message is both inspiring and relatable. He validates his key points by sharing real life personal stories that have led him to be the person he is today. Larry is warm, friendly and entertaining as he shares his thoughts on the secrets to organizational success, which sit on the foundational understanding that inspiring and empowering your people to chase their potential is the key. If you're serious about growing your organization I would highly recommend Larry Broughton to help you with your journey.

— **Jim Stitt**, CEO, Cutco Corporation