



INSPIRING PEOPLE & ORGANIZATIONS REACH THEIR FULLEST POTENTIAL

Former US Army Green Beret, Award-Winning Entrepreneur and Bestselling Author Inspires, Educates and Entertains Audiences on Lessons of Leadership, Entrepreneurship, Overcoming Failure, Navigating Change, Tenacity, Integrity and the Power of Elite Teams.

POPULAR KEYNOTE PROGRAMS

Larry delivers each keynote with his signature high-octane energy, humor and authenticity. Larry often shares messages that are real and raw. He takes audience members on an emotional journey through laughter and tears, but always leaves them feeling inspired with a can-do attitude!



F* WORDS FOR LEADERSHIP & LIFE

Emotional barriers of fear and failure are part of every leader and high-achiever's journey. Larry shares inspiring stories and practical tips to move audiences closer to their fullest potential and overcome any obstacle.

Audience Members Will Learn:

- ~How to break through barriers of FEAR, FAILURE, and other F* Words that shackle them to mediocrity
- ~A new approach to overcoming adversity
- ~The keys of loving a more productive, high-impact and significant life



FIVE SPECIAL OPS STRATEGIES TO BUILD ELITE TEAMS

Based on his background 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.

Audience Members Will Learn:

- ~Strategies to attract the top performers in their field
- ~How to eliminate water cooler complaining and understand their team's needs and wants
- ~Practical tips to foster loyalty, creativity, and a never-surrender spirit in their team



NAVIGATING CHANGE & 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 towards 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



ABOUT LARRY BROUGHTON

CBS News has called Larry Broughton "the nation's foremost expert on leadership and entrepreneurship."

Larry is an award-winning entrepreneur and CEO, bestselling author, serial entrepreneur, keynote speaker, and former US Army Green Beret. Serving more than 8 years on Special Forces A-Teams, Larry has parlayed the lessons learned from his time in service to his country and applied them to the business arena attaining extraordinary success.

He is the Founder and CEO of broughtonHOTELS, a leader in the boutique hotel industry; and yoogozi.com, an inspirational online learning forum for leaders and high-achievers. Larry has received several business awards, including Ernst & Young's Entrepreneur of the Year®, the National Veteran-Owned Business Association's Vetpreneur of the Year®, Coastline Foundation's Visionary of the Year, Passkeys Foundation's National Business Leader of Integrity, and HSMAl's Best of the Best Hotel Management Company of the Year.

Larry's 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 news and television programs on every major network, including multiple appearances on CNBC's *The Big Idea with Donny Deutsch*, MSNBC's *Your Business* with JJ Ramberg, and Travel Channel's hit show *Hotel Impossible*.

OTHER POPULAR KEYNOTES

- ~5 STAR STRATEGIES TO CREATE AN EXTRAORDINARY LIFE AND BUSINESS
- ~LEADERSHIP LESSONS FROM THE GREEN BERETS
- ~CRACKING THE E-CODE: UNLOCKING THE ENTREPRENEURIAL POTENTIAL IN ANY ORGANIZATION

BOOK LARRY BROUGHTON
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WHAT PEOPLE ARE SAYING ABOUT LARRY...

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

Walmart ✨ ~Mark Espinoza, Senior Director of Public Affairs
Walmart Headquarters

"Larry Broughton is one of the best leadership speakers we've seen. His message is both inspiring and relatable. Larry shares his 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 highly recommend Larry Broughton to help you with your journey."

CUTCO ✨ ~Jim Stitt, CEO
Cutco Corporation

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.

WOUNDED WARRIOR PROJECT ✨ ~Al Giordano, Co-Founder
Wounded Warrior Project

It was great having Larry as the keynote presenter at our annual InnSpire Conference - what a neat guy! I appreciated his ease on stage, his ability to engage the audience, his energy, and his passion. His presentation was informative, enlightening, and inspiring; and the feedback was awesome!

CALIFORNIA HOTEL & LODGING ASSOCIATION ✨ ~Jennifer Flohr, Senior Vice President
California Hotel & Lodging Association

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

EVOLUTION ✨ ~Matt Brauning, Founder
Evolution Seminars

ABOUT LARRY'S NEWEST BOOKS...

VICTORY

7 Revolutionary Strategies for Entrepreneurs



This number one best-selling book has become a success blueprint for tens of thousands of readers. With key endorsements by Darren Hardy, JJ Ramberg, Brian Tracy, Tony Hsieh, Anthony Melchiorri, and many others, this manifesto for entrepreneurs, leaders and high-achievers is revolutionizing the way we achieve and think of success.

FLASHPOINTS for achievers
Insightful Messages That Bring Significant Results

A daily journal that offers bite-sized, high-octane, thought provoking messages to inspire transformation among those who desire to perform at the top of their game.



PARTIAL LIST OF SPEAKING CLIENTS:

