

# CAPTAIN AARON KEITH HAWKINS (Ret.)

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CAPTAIN  
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## SIGNATURE KEYNOTE:

### "LEADING WITH BRILLIANCE. NO MATTER YOUR TITLE."

#### ABSTRACT

Leaders need engaged employees that perform as one team. Employees want passionate leaders that actually inspire them. Everyone needs to feel clarity and connection.

30 years of experience has clarified one truth -- The most successful organizations aren't made of followers waiting for the leaders to tell them what to do, they're made of leaders at ALL LEVELS committed to a common mission and a set of values.

Most organizations struggle to simplify a concept or method to ensure consistent and effective leadership and performance. Aaron's life-changing keynote gives your audience the real understanding what leadership really means, and why their career and life will transform once they recognize THEY are the most important leader they'll ever meet, regardless of their title.

Engage with the story of my brush with mortality, sparking the realization that we are our own most important leader. They'll discover the essential elements of workplace and personal leadership. Allow them to be inspired and motivated when they learn how just a few powerful shifts will transform their success and performance as teams, as leaders, and as individuals.

Your audience will be emotionally inspired, entertained, and empowered by the opportunity to unleash their collective brilliance and transform their life.

#### AUDIENCE OUTCOMES

1. Understand the definition of Successful Leadership and how it can transform their success and fulfillment.
2. Actively experience deeper connection and engagement at work and home.
3. Identify the simplicity and power of The Elements of Leadership (Relationships, Clarity, Success Mindset & Self Care) and how to apply each to fuel their success in teams, as leaders and individuals.
4. Recognize why "logical self-love" can transform their experiences at work and home.
5. Get the critical lesson about why motivation may be helpful, but identity is unstoppable.

"His (Aaron's) strengths and talent as a leader influences me to become a better leader. I'm inspired by his depth of knowledge."

- Amy Schuber, Business Strategist | Motivational Speaker | Producer  
& Host of Inspired Conversations



# A HIGH LEVEL OVERVIEW OF "LEADING WITH BRILLIANCE. NO MATTER YOUR TITLE."

(\*Segments may be enhanced or abbreviated based on desired length of presentation)

## **Intro, Story and Setting the Inspirational Theme.**

This segment sets the emotional tone for the goal of motivation, connection, and a legacy of impact.

## **LASTING RELATIONSHIPS (We're in this together!):**

Fun and audience involved segment + Actionable 'how to' lessons on relationship building.

## **EXCELLENT CLARITY (Who are we, really?):**

Humorous segment highlights how we boost confidence by clarifying **ONE** clear "identity", who we're serving, and the impact we're creating!

## **A SUCCESS MINDSET (What creates our WINS?):**

Surprise mindset shift! We highlight how accountability, unconditional standards, and self-reflection creates our success!

## **DELIBERATE SELF-CARE (Self Care = Team Care):**

BIG audience engagement moment culminating in a feel-good experience for all!

**Does this sound like a good fit for your audience?  
Call or email for next steps!**

