

KEYNOTE SPEAKER · EXECUTIVE COACH · LIEUTENANT COLONEL, U.S. ARMY

RaShaun D. Warren

Leadership that holds when the title is gone.

Speaker Booking Packet

Keynotes · Workshops · Leadership Development

RW RDW EXECUTIVE EDGE · RASHAUNWARREN.COM

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Meet RaShaun

Two decades of Army command, classroom, and courtside lessons.

20+ Years

U.S. Army leadership, tactical to corps level

Founder

Founder & CEO of RDW Executive Edge and See I Am Me™

M.A. Leadership

Organizational Leadership, Webster University

Certified

ICF-aligned coach training (ACC in progress); certified Army instructor

ABOUT

Lieutenant Colonel RaShaun D. Warren is a keynote speaker, executive coach, and Founder & CEO of RDW Executive Edge and See I Am Me™. Over more than two decades in the U.S. Army, he served as Deputy Commander of the 38th Air Defense Artillery Brigade in Japan, Air and Missile Defense Chief at III Armored Corps, and Professor of Military Science at the University of North Alabama. A former NCAA Division I scholarship basketball player at Kent State University, RaShaun turns command, classroom, and courtside lessons into keynotes that move teams from compliance to ownership, and from motivation to discipline.

COMMAND & EXECUTIVE EXPERIENCE

Deputy Commander, 38th Air Defense Artillery Brigade
Zama, Japan · Pacific theater air and missile defense

Air & Missile Defense Chief, III Armored Corps
Fort Cavazos, Texas · Four divisions, nine brigade-level units

Chief of Tactical Operations, III Armored Corps

Professor of Military Science, University of North Alabama
Army ROTC Lion Battalion, 2020–23

Senior Instructor & Writer, ADA Captains Career Course
Leadership curriculum developer and senior instructor

Founder & CEO, RDW Executive Edge and See I Am Me™
Executive coaching, leadership development, and organizational strategy

EDUCATION & MILITARY SCHOOLING

M.A., Organizational Leadership
Webster University, 2014–15

Command and General Staff College
Resident qualified, Military Science, 2016–17

B.A., Arts and Sciences
Kent State University, 1997–2001

NCAA Division I Scholarship Athlete
Men's basketball, Kent State University

HONORS & RECOGNITION

Citizen of the Year, 2023
University of North Alabama Police Department

Fred Johnson Educator Award, 2023
Alpha Phi Alpha Fraternity, Inc. · Contributions to education

Key to the City of Florence, Alabama, 2023

SIGNATURE KEYNOTES

01 Overcoming the Semi-Committed Team

From his manuscript *The Semi-Committed*: why almost-committed teams that hit metrics but withhold ownership threaten the mission.

Takeaway: The Mirror Test framework for diagnosing leadership drift.

02 Lead Yourself First

Leadership is not rank, title, or org chart. It is a daily decision to stay steady under pressure and lead through influence.

Takeaway: Tools for steadiness, rapid change, and elevating talent.

03 Discipline Over Motivation

Motivation fades when execution gets hard. Replace emotional sparks with predictable, high-performance habits.

Takeaway: Identity-driven execution that doesn't wait to feel ready.

04 Hope Is Not a Strategy

From housing instability to the Division I court and Army command: a raw address on personal accountability.

Takeaway: A mindset that executes when no one is watching.

05 Built Different: Character, Leadership, and the Standard You Live By

Character is the competitive advantage. Drawing on the locker room and the formation, RaShaun shows teams and organizations that the standard you hold when no one is watching decides what you become.

Takeaway: A personal and team standard that holds under pressure.

HOW RASHAUN CREATES VALUE FOR CLIENTS

Leadership Development
Coaches executives and emerging leaders to lead with clarity, consistency, and accountability.

High-Performance Teams
Builds trust, ownership, resilience, and disciplined collaboration.

Crisis & Resilience Leadership
Applies high-stakes decision-making experience to complex organizational challenges.

Organizational Strategy
Aligns people, culture, priorities, and execution around measurable outcomes.

Strategic Communication
Helps leaders communicate purpose, influence stakeholders, and navigate change.

WORKSHOPS & FACILITATION

Program	Format	Best for
Overcoming the Semi-Committed Team Workshop	Half-day or full day	Leadership teams, departments, athletic programs
Crisis & Resilience Leadership Lab	Half-day or full day	Executives, managers, public-sector and military leaders
Building High-Performance Teams	90 minutes to full day	Leadership teams, schools, athletic departments
Strategic Communication for Leaders	90 minutes to half-day	Executives, principals, managers
Organizational Strategy & Alignment Session	Half-day or multi-session	Senior leaders and executive teams
Leadership Development Series	Multi-session (for example, 8 sessions)	School districts, organizations, emerging-leader cohorts
Leadership Retreat Facilitation	1–3 days	Executive and senior leadership teams
Built Different: Athlete, JROTC & Youth Leadership	Single session or series	Collegiate and high school athletics, JROTC, youth programs

AUDIENCES

Corporate & executive teams · Educators & school leaders · Courts & social systems · Military, veteran & allied partner organizations · Universities · Youth & community programs

FORMATS

Keynote · Workshop · Panel · Leadership series facilitation · Retreat facilitation · Podcast & media

NOTABLE KEYNOTES & PUBLIC ADDRESSES

SPAN Annual Conference
Keynote Speaker · Perdido Beach Resort, Orange Beach, AL · Apr. 2023

249th Marine Corps Birthday Ball
Guest of Honor · VFW Post 9612, Camp Zama, Japan · Nov. 2024

TATDP Conference
Closing Keynote · Texas Assn. of Truancy and Dropout Prevention

10th Support Group "RONIN Week" Symposium
Resilience Keynote & Panelist · U.S. Army

"Empowering the Next Generation" Panel
Panelist · Rotaract Club at UNA · Apr. 2023

Florence Rotary Club & Business Forums
Guest Speaker · Florence, AL

Tarleton State University Men's Basketball
Guest Speaker · "Built Different"

Florence City Schools Leadership Series
Facilitator, 8 sessions · Superintendent & principals · 2022–23

UNA Leadership Development Lecture Series
Chair & Host · Lion Battalion, 2020–23

Indo-Pacific Partner Instruction, 38th ADA Bde.
JGSDF Air Defense School, Cooperative Work Program classes and ROK Army delegations · Japan, 2023–24

SCHOOLS, JROTC & YOUTH MENTORSHIP

20th Anniversary 9/11 Memorial Ceremony
Master of Ceremonies · UNA · Sept. 2021

Buckhorn High School JROTC
Guest Speaker · New Market & Huntsville, AL · 2022–23

Florence High School STRIVE & JROTC
Mentor & Guest Speaker · Jan. 2023

Russellville High School JROTC
Guest Speaker & Mentor · Jan. 2023

Wilson Elementary School
Guest Speaker, 5th grade · Jan. 2023

Florence Youth Football & Handy Community Center
Guest Speaker & Community Partner · 2022

HOW BOOKING WORKS

Step	What happens
1. Inquire	Submit the booking form at rashaunwarren.com or email info@rashaunwarren.com. We respond within 2 business days.
2. Proposal	Receive recommended presentation options for your audience and budget.
3. Confirm	Sign the speaker agreement and submit the deposit to reserve your date.
4. Plan	Complete a short questionnaire and planning call so RaShaun can tailor the message.
5. Promote	Use the approved Media Kit, bios, and photos.
6. Event day	RaShaun arrives early for sound check and a briefing with your host.
7. Follow-up	Audience resources, a short feedback form, and options to keep the momentum going.

EVENT REQUIREMENTS AT A GLANCE

- Wireless lavalier microphone, plus handheld backup
- Projector or screen with HDMI at the stage
- AV technician from sound check through the presentation
- Private space before the presentation, with water
- Travel and lodging arranged by the host
- A table for books and resources

QUICK ANSWERS

Lead time: 3–6 months is ideal; shorter is sometimes possible.

Virtual: Keynotes and workshops are available virtually and in hybrid formats.

Fees: Depend on format, length, and location. Request a custom proposal.

"If you go through life being casual, you will wind up a casualty."

BOOK RASHAUN D. WARREN

Give your audience a message they will act on.

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