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

Signature Keynotes

Each keynote is tailored to your audience, theme, and goals



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.

Some teams show up, check the boxes, and hit the numbers, yet hold back the one thing the mission needs most: ownership. RaShaun shows leaders how to recognize semi-commitment, confront it honestly, and build teams that own the outcome.

Takeaway: The Mirror Test framework for diagnosing leadership drift.

Best for: Corporate and executive teams, school leadership teams, military and government organizations

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.

Drawing on command, the classroom, and the court, RaShaun challenges every person in the room to lead before they have the title, and to keep leading when the title is gone.

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

Best for: Emerging and mid-level leaders, educators, organizations navigating change

03 Discipline Over Motivation

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

RaShaun shows why the best performers don't wait to feel ready, and how individuals and teams build identity-driven habits that carry them through the hard days.

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

Best for: High-performance teams, sales and operations teams, universities, athletes

04 Hope Is Not a Strategy

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

RaShaun's personal story makes the case that hope matters, but only a plan, a standard, and daily ownership change outcomes.

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

Best for: Youth and community programs, courts and social systems, students, general audiences

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.

Delivered to the Tarleton State University men's basketball program, this message connects character, culture, and performance for teams in sport and beyond.

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

Best for: Collegiate and high school athletics, JROTC, youth programs, team culture events

LENGTH & CUSTOMIZATION

Keynotes run 30–60 minutes, with optional Q&A. Any topic can be delivered as a workshop, a leadership series, or a virtual session. RaShaun tailors each message through a planning call and a short questionnaire about your audience, theme, and challenges.

"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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