

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

RaShaun D. Warren

Leadership that holds when the title is gone.

Speaker Media Kit

Approved bios, descriptions, promotional copy, and brand guidelines

RW RDW EXECUTIVE EDGE · RASHAUNWARREN.COM

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How to Use This Kit

For event organizers, marketing teams, and media

Everything here is approved for promoting RaShaun's appearance. Please use bios and descriptions as written, and use only approved photos from the Speaker Resources page at rashaunwarren.com.

NAME & TITLE

Use	Format
First reference	Lieutenant Colonel RaShaun D. Warren
Programs and name badges	LTC RaShaun D. Warren
Later references	RaShaun or Warren
Spelling	RaShaun: capital R and capital S, no space
Pronunciation	ruh-SHAWN
Company	Founder & CEO, RDW Executive Edge and See I Am Me™

SHORT BIO (ABOUT 50 WORDS)

Lieutenant Colonel RaShaun D. Warren is a keynote speaker, executive coach, and Founder & CEO of RDW Executive Edge and See I Am Me™. A former NCAA Division I scholarship athlete at Kent State University, he brings more than 20 years of U.S. Army leadership to help teams move from compliance to ownership.

MEDIUM BIO (ABOUT 100 WORDS)

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.

LONG BIO (ABOUT 300 WORDS)

Lieutenant Colonel RaShaun D. Warren is an executive leader, educator, strategist, and coach with more than two decades of experience developing leaders, building resilient teams, and guiding organizations through complex change. He is the Founder & CEO of RDW Executive Edge and See I Am Me™, and the creator and co-host of The See I Am Me Podcast.

In the U.S. Army, RaShaun served as Deputy Commander of the 38th Air Defense Artillery Brigade in Zama, Japan, supporting Pacific theater air and missile defense; as Air and Missile Defense Chief and Chief of Tactical Operations at III Armored Corps at Fort Cavazos, Texas, spanning four divisions and nine brigade-level units; as Senior Instructor and Writer

for the Air Defense Artillery Captains Career Course; and as Professor of Military Science at the University of North Alabama, where he led the Army ROTC Lion Battalion from 2020 to 2023. His service has taken him across the United States, Japan, Iraq, South Korea, Bahrain, and Kuwait.

A graduate of Trimble Technical High School in Fort Worth and a McDonald's All American nominee, RaShaun played NCAA Division I basketball on scholarship at Kent State University, where he earned his B.A. He holds an M.A. in Organizational Leadership from Webster University, is resident qualified from the Command and General Staff College, is a certified Army instructor, and has completed ICF-aligned coach training toward the ICF ACC credential.

His recognitions include the Key to the City of Florence, Alabama; Citizen of the Year from the University of North Alabama Police Department; and the Fred Johnson Educator Award from Alpha Phi Alpha Fraternity, Inc. Today he speaks to corporate teams, educators, courts and social systems, military organizations, universities, and youth programs. He is based in Fort Worth, Texas.

APPROVED KEYNOTE DESCRIPTIONS

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

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.

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

Hope Is Not a Strategy. From housing instability to the Division I court and Army command: a raw address on personal accountability.

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.

PRESS RELEASE BOILERPLATE

About RaShaun D. Warren: Lieutenant Colonel RaShaun D. Warren is a keynote speaker, executive coach, and Founder & CEO of RDW Executive Edge and See I Am Me™, based in Fort Worth, Texas. With more than two decades of U.S. Army leadership, from brigade command in Japan to corps-level air and missile defense, and a background as an NCAA Division I scholarship athlete at Kent State University, he helps organizations move teams from compliance to ownership and from motivation to discipline. Learn more at rashaunwarren.com.

SAMPLE SOCIAL MEDIA POSTS

Announcement
We're honored to welcome Lieutenant Colonel RaShaun D. Warren as our keynote speaker at [EVENT] on [DATE]! A 20+ year Army leader, Division I athlete, and Founder of RDW Executive Edge, RaShaun delivers leadership that holds when the title is gone. @officialrashaunwarren #SeeIAmMe

Countdown
One week until [EVENT]! Get ready for "[KEYNOTE TITLE]" with RaShaun D. Warren. Register: [LINK] #SeeIAmMe

Day of event
Today's the day! RaShaun D. Warren takes the stage at [TIME]. Discipline over motivation. #SeeIAmMe

Thank you
Thank you, @officialrashaunwarren, for a powerful message at [EVENT]. Our team is leaving ready to lead ourselves first. #SeeIAmMe

MEDIA INTERVIEW TOPICS

- The semi-committed team: why hitting metrics isn't the same as ownership
- Discipline over motivation: building identity-driven habits
- From housing instability to Division I and Army command: why hope is not a strategy
- Leading allied partners: lessons from Indo-Pacific air defense instruction
- Developing young leaders through JROTC, athletics, and mentorship
- Leadership that holds when the title is gone

PAST MEDIA

The See I Am Me Podcast
Co-Host & Creator

The HERO Fallacy™ with TJ Trent
Guest · "Leadership Beyond the Rank"

The Talent & Strategy Show
Guest · Feb. 2023 · Host Jamy Bechler

"Hope Is Not Enough"
Featured Guest

BRAND GUIDELINES

Element	Guideline
Colors	Black #121212 · Crimson #B01E2F · Cream #F5F2EC · White
Typography	Serif headlines (Caladea or Cambria) with clean sans-serif body text (Carlito or Calibri)
Logo	RW monogram in a crimson-outlined box. Do not stretch, recolor, or add effects; leave clear space.
Headline	Leadership that holds when the title is gone.
Signature quote	"If you go through life being casual, you will wind up a casualty."
Motto	LEAD, TRAIN, MAINTAIN AND CARE
Photos	Use only approved photos. Do not crop out the face or apply filters.
Social	Instagram @officialrashaunwarren · X @See_I_Am_Me · YouTube @See_I_AM_ME · Facebook /SEEIAMME · linkedin.com/in/rashaunwarren

"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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