RW

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

RaShaun D. Warren

Leadership that holds when the title is gone.

Two decades of Army command, classroom, and courtside lessons turned into keynotes that move teams from compliance to ownership, and from motivation to discipline.



20+ Years
U.S. Army leadership, tactical to corps level

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

M.S. Leadership
Organizational Leadership, Webster University

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

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. Delivered to the Tarleton State University men's basketball program.

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"

LEADERSHIP DEVELOPMENT & INSTRUCTION

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

AUDIENCES & FORMATS

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

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

PODCASTS & 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 · [Podcast name]

FORMATS

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

"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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rashaunwarren.com
RDW Executive Edge

RW

Credentials, Certifications & Capabilities

FOUNDER & CEO, RDW EXECUTIVE EDGE AND SEE I AM ME™ · KEYNOTE SPEAKER · EXECUTIVE COACH

Executive leader, educator, strategist, and coach with more than two decades developing leaders, building resilient teams, and guiding organizations through complex change. RaShaun combines senior military command, university-level teaching, executive coaching, and the stage to help leaders strengthen identity, sharpen strategy, improve culture, and turn vision into disciplined execution.

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

CERTIFICATIONS & INSTRUCTOR CREDENTIALS

- ICF-aligned coach training; pursuing the ICF ACC credential
- Certified Army Instructor, 5K Additional Skill Identifier (ASI)
- Army Basic Instructor Course (ABIC), professional instructor development
- Small-Group Facilitation and Adult Learning (SSITC)
- Professional Military Education instructor and facilitator
- Curriculum design, instructional development, and adult learning

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

UNA College of Arts, Sciences & Engineering Award
Leadership of the Army ROTC Lion Battalion, 2020–23

69th ADA Brigade Certificate of Achievement
Community service with 2nd Chance Ministries, 2017

McDonald's All American High School Basketball Team nominee
Trimble Technical High School, Fort Worth, 1997

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.

"Leadership begins with identity, is built on consistency, and is measured by the impact we have on others."

I don't just teach leadership — I live it, develop it, and help others become the leaders they are called to be.

LEAD, TRAIN, MAINTAIN AND CARE

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