

BOS-UP Moments Learning & Development Program with Keynote Speech from the Author Scott Abbott

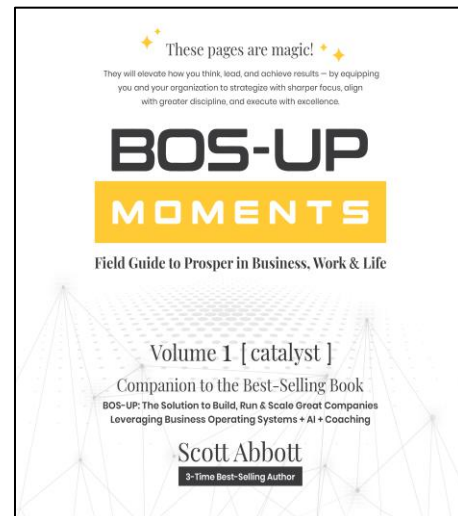
THE PROGRAM

This is [Scott Abbott](#), Founder and CEO of the **BOS-UP Coaching Solution & Academy**, and author of the best-selling books **BOS-UP** and **BOS-UP Moments**. And he has an important question for you and your team: *What is leadership?* Is it a title? A role? A set of skills? A perception? Or is it how people think, decide, produce, and show up in business, work, and life? Because in today's dynamic world, leadership learning and development can't just be something people attend or be a one-time event. It has to be something they can joyfully experience and leverage consistently. That's where [BOS-UP Moments](#) shines.



THE BOOK

BOS-UP Moments is a modern and impactful learning and development experience. It's designed to help individuals, teams, and organizations build, run, and scale great companies - by developing the essential skills, qualities, and attributes that drive continuous success in business, work, and life. It is intentionally constructed to complement existing training, learning, upskilling, and cross-skilling initiatives - not replace them. This isn't about adding more content. It's about adding real insights, clarity, and momentum. BOS-UP Moments is not just another book. It is a modern and practical 'field guide' built on proven and validated concepts, tools, and disciplines that great leaders and high-performing organizations will leverage forever.



THE DESIGN

Each BOS-UP Moment is short but impactful by design and focused by intention ... making it them easy to access and integrate into leadership development programs, onboarding, team meetings, classrooms, coaching conversations, or individual growth plans. Each of the 40 Moments has a QR code that links to a 3-5-minute video explanation, bringing each Moment to life with meaningful visual context, story, and application. In addition, every Moment includes quick hitting insights, explanations, overviews, and visualization. And they all conclude with journaling and reflection prompts, which can be used on their own - or enhanced by leveraging AI - to help people think deeper, apply faster, and personalize their

learning. You can use BOS-UP Moments in the office or at home. Put it in your backpack or briefcase. Open it during a team meeting or late at night when you're thinking about what kind of leader you want to be. It meets people where they are now ... and grows with them.

THE BENEFITS

BOS-UP Moments helps develop qualities that differentiate high-performing individuals and organizations. More importantly, it translates these attributes from ideas into daily practice. The experience creates a shared language that strengthens teams, encourages more productive conversations, and reinforces the behaviors that sustain performance over time. Rather than overwhelming participants with theory, BOS-UP Moments delivers learning that is practical, accessible, and immediately applicable. This is not content for content's sake. It is a leadership learning experience intentionally designed for real-world execution - simplifying what matters most so individuals and teams can focus, perform, and grow with greater consistency. Organizations that implement the BOS-UP Moments Learning & Development program establish a common foundation for reflection, dialogue, and continued development. And the program complements existing initiatives, strengthens culture, and equips people with tools they can apply immediately. The result is a more aligned, accountable, and forward-moving organization, strengthened by individuals who are prepared to meet the moment, lead with intention, and perform at their very best.

THE AUTHOR

Scott Abbott is an acclaimed, award-winning founder, entrepreneur, investor, operator, and board member who has spent decades building, running, scaling, and exiting successful companies. He is also a 4X best-selling author. His purpose, work, and passion centers at the intersection of leveraging disciplined business operating systems, human potential, and modern realities such as AI, emotional intelligence, resiliency, and continuous learning. Scott believes that consistent and sustainable performance comes from the fusion of systems and humanization - and leveraging people who appreciate purpose, production, and alignment in business, work, and life. Scott's talks and speaking style are practical, engaging, and grounded in lived experience, not theory. Drawing from his [BOS-UP Coaching Solution and Academy](#) and his [BOS-UP](#) and BOS-UP Moments books, he delivers highly engaging sessions that are informative, entertaining, and immediately actionable.

THE KEYNOTE

"The Power of Moments" is Scott's keynote about how success and failure are not the result of a single breakthrough or mistake, but the cumulative effect of everyday decisions, actions, and choices. While most humans celebrate accomplishments, results, and wins - this talk challenges audiences to appreciate the often-overlooked moments that produce them (i.e. the meetings, conversations, responses, and behaviors that shape momentum over time). By helping individuals and organizations intentionally recognize, prepare, and leverage these moments - the keynote connects personal awareness with systems, structure, and discipline, showing how momentum becomes predictable and progress becomes repeatable. Ultimately, *The Power of Moments* equips the audience with a clearer way to learn, lead, work, and live - reminding them that we don't drift into failure or

stumble into success; we create both, moment by moment. To help you understand the framework of this customized keynote, a version of the script is at the end of this document. To note, the keynote is also supported by a visually captivating PowerPoint presentation.

THE IMPACT

Thanks to this keynote - audiences walk away with a heightened awareness of how decisions shape outcomes. They begin to recognize that momentum is not accidental; it is created through the standards they uphold, the conversations they initiate, the ownership they embrace, and the disciplines they practice consistently. Participants gain a stronger sense of responsibility for the direction of their work and lives. Rather than waiting for breakthroughs or reacting to breakdowns, they learn to operate with greater intentionality in the moments directly in front of them; where progress is truly built. For leaders, this shift strengthens accountability, sharpens decision-making, and reinforces the behaviors that stabilize culture and drive performance. For teams, it creates shared language around ownership, execution, and follow-through. And for individuals, it provides a practical lens for approaching challenges, opportunities, and expectations with clarity and confidence. The result is an audience that thinks differently about results themselves - understanding that sustainable success is rarely dramatic, but instead the cumulative expression of well-led moments. Because when people lead their moments with purpose, momentum follows. And when momentum builds, performance, alignment, and fulfillment tend to rise with it.

THE INVESTMENT

Scott's BOS-UP Moments Learning & Development keynote is a fun, engaging, and high-impact leadership experience. The standard engagement is \$25,000, which includes the keynote presentation plus Scott's full-day presence with the client, allowing for meaningful interaction before and after the keynote for deeper connection with the host and audience. In addition, Scott will also spend the day with the host for as requested/needed executive conversations, coaching, and consulting. To learn more about Scott, please visit his website @ www.scottabbottab.com. BOS-UP Moments books are not included in the keynote fee and may be purchased in bulk at 20% off retail, allowing organizations to extend the impact of the experience beyond the event itself. Travel and accommodations are invoiced separately.

THE PLAN

If you and your organization would like to leverage Scott and BOS-UP Moments as part of your Learning & Development experience, we invite you to [connect with Scott](#) or through the [BOS-UP website](#). And be sure to [get your books now on Amazon](#), and see for yourself how BOS-UP Moments can be used across your entire organization to support leadership development, team growth, individual performance, and overall company-wide success.

The following is the basic transcript/outline of Scott customizable keynote.
This is accompanied by a captivating PowerPoint that mirrors the book design.

The Power of Moments

with Scott Abbott

“A Modern Learning & Development Experience.”

“Leadership made fun, simple, and clear.”

“Where insight becomes action.”

“Built for work and life.”

“Growth in motion.”

As humans ...

We don't drift into failure.

And we don't stumble into success.

We moment into both.

Moreover, we love to celebrate accomplishments.

The results.

The production.

The outcomes.

The wins.

That's what we strive for. That's what we recognize. That's what we applaud.

But most accomplishments don't happen by themselves ... or happen quick.

They're intentionally envisioned, designed, developed, produced, and delivered through the moments that come before them. Through the plans we set, the decisions we make, the systems we embrace, the actions we take, and the choices we make - day in and day out.

Those are the moments that matter.

The moments that shape direction.

The moments that develop alignment.

The moments that define the inputs and generate the outputs.

No doubt, we love promoting and celebrating accomplishments.

But we mostly live in the moments before the accomplishments.

You see ... we don't drift into failure. And we don't stumble into success.

Both happen the same way: through moments.

Think about it: Most of us don't lose our way in business, work, or life because of one massive mistake. And we don't win because of one heroic breakthrough.

It's usually the moments we barely notice while they're happening.

It's the goal we set out to achieve – but never put in the actual work to get it done.

It's the hard conversation that we keep pushing off - or decide to never have.

It's the habit we know we should start or stop - but we're too tired, busy, and distracted.

It's the challenge or opportunity we avoid - instead of leaning into and taking ownership.

And here's the thing: those moments stack; they compound.

Over time, they either create wins or losses. There's really no neutral.

Let me pause here and ask you a question:

"What moment are you avoiding where improvement would change everything?"

That question matters, because most of us know the answer.

We just don't always slow down long enough to face it, and moreover, do it.

The tricky part is that we don't usually notice moments while we're in them. We notice them later - when the effects show up - and then we say things like, "How did I end up here?" But when we look back, every win we're proud of and every regret we carry - can always be traced to moments where we chose intentionally - or we didn't.

Again, we live in a world that's obsessed with results.

Revenue.

Profit.

Growth.

Victory.

Now don't get me wrong: positive results matter. Big time.

But here's the reality: We don't result into results!

We moment into them: Our moments generate results, be them good or bad.

How we initiate. How we think and determine. How we manage our days. How we handle pressure. How we treat people. How we respond to opportunities, challenges, and setbacks.

That's where **leadership, management, teamwork, and accountability** actually lives:

Not in titles. Not in strategy decks. Not in the cloud. Not in what's written on the wall.

Culture works the same way: Culture doesn't live in a values statement, handbook, or the occasional inspirational speech. Culture lives and develops in what we exemplify, what we embrace, what we tolerate, what we reinforce, and what we respect - moment by moment.

And *fulfillment* doesn't magically show up when we arrive somewhere. Fulfillment is created by how we handle ordinary moments, especially the messy, inconvenient ones.

Here's the part we often miss and need to appreciate: Moments make momentum.

We lose momentum when we avoid doing the work. When we don't converse. When we let standards slide. When we operate on autopilot. When we choose comfort over clarity.

And we build momentum when we do the opposite: When we have the conversation. When we hold the standard. When we perform. When we do the small things consistently right.

So, here's another question worth sitting with:

"What standard have you allowed to slip and what has it cost you?"

That question isn't comfortable. But it's honest. And it explains why two people with the same talent, the same opportunity, and the same role can end up in very different places.

One owns their moments. One doesn't.

One leads and takes ownership. One doesn't.

Which brings us to leadership.

Most leadership development and personal growth is built around motivation.

Get fired up.

Set big goals.

Push hard.

Buy the book.

Go to the conference.

Post the quote.

Don't get me wrong: Motivation isn't bad, but it's inconsistent and unreliable.

It fades. It spikes. And it often disappears the moment real pressure shows up.

What actually sustains progress are the right and best ...

Disciplines. Principles. Values. Systems. Structure. Standards.

In other words, we don't just need inspiration; we need to operate effectively, consistently.

That's why high-performing leaders and organizations focus on and leverage around the essential concepts, tools, disciplines, and competencies that provide clear ways of thinking, deciding, communicating, and executing to help people win in the moments that matter.

Which leads to one final question.

"What powerful moment will you initiate in the next 30 days?"

Because moments create momentum.

And momentum powers everything.

In summary:

We don't drift into failure.

We don't stumble into success.

We create both, moment by moment.

Now, the real opportunity is simple:

Pay attention to the moments.

Design for the moments.

Show up fully when a moment is right in front of you.

Because our time is now ... in the moments and momentum we live.

And you can't spell momentum ... without moment.

Thank You.