



# JEFF ROGERS

VETERAN | SPEAKER | AUTHOR | FOUNDER OF STRENGTHEN THE POSITIVE

**Jeff Rogers** is a U.S. Air Force Veteran, keynote speaker, and founder of Strengthen the Positive—a mindset, movement, and message helping people navigate change with clarity, calm, and purpose.

With over two decades of service as a Master Instructor and PME Facilitator, Jeff led high-stakes training and leadership development across the globe. His experience spans emotional resilience, military readiness, and leading through pressure—skills that still shape his work today.

After retiring from active duty, Jeff transitioned into corporate change leadership, bringing his mission-first clarity to complex organizational challenges. Along the way, he discovered a deeper truth: real strength isn't always loud. Sometimes, it looks like stillness, reflection, and the courage to choose what's next.

That belief led to the creation of *Strengthen the Positive*, a growing platform of talks, tools, and books that help people reconnect with who they are and where they're going. His titles include *After the Uniform*, *Strengthen the Positive: For Veterans*, and, and *Strengthen the Positive: The Journal*—all published under his creative imprint, **GillyBell Legacy Works**.

Jeff continues to serve the Veteran community as a lifetime member of the American Legion and VFW, and as a proud member of the Air Force Sergeants Association (AFSA).

Known for his honest delivery, grounded wisdom, and ability to connect with people navigating life's in-between moments, Jeff speaks from experience—not theory. His message empowers others to lead themselves forward—one intentional step at a time.

He always closes with his signature sign-off:

*"Take care, be well, and go slow."*

