



Jeff Cook

Jeff Cook is a dynamic leader and speaker that finds a way to have "single-stone impact" regardless of the size of the crowd. His authenticity, transparency and personal life experience set the stage for lasting impact. (*ripples that reach the shore*)

Almost thirty years of speaking to groups and advising others from every walk of life have equipped him with the core truths to the human condition. From advocating for the homeless in NYC to guiding affluent business owners in Charlotte he has been invited into the lives of many, giving him a unique perspective based primarily on actual life experience, instead of only academic learning. Although even his higher education was diverse, covering the physical, social and applied sciences as well as theology and religion.

Serving as a regional captain for a national coaching network, Jeff has run workshops and given talks to groups and organizations ranging in size from 50 to 5000 who sought the ability to more effectively reach their communities. His coaching work has crossed ethnic, socioeconomic and societal lines, allowing him to always be learning and broadening his understanding of people and culture, utilizing those learnings real time to help groups identify and align around organizational directions that make sense.

He has contributed to public commentary on key issues such as addiction, faith and societal challenges even having some of his work become assigned reading in Certificate Programs at Universities as prestigious as Cornell.

As a former drug addict, recovery mentor, personal trainer, foster father, missionary, a pastor and now as Founder of Jeff S. Cook Coaching and Consulting, it has been his life's work to come alongside others as they navigate the challenges of change and growth.

His anecdotal style, wild true life experiences and unique holistic approach to life create presentations that are engaging, impactful and transformative.

AREAS OF IMPACT

Customer Reach and Engagement
Vision Discernment and Alignment
Sustainable Leadership
Change Management

FOR BOOKING INFORMATION:

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"Jeff Cook has a gift of connecting to an audience. Through his authentic style and transparency, his listeners will see into his heart. He takes difficult topics and simplifies them without 'dumbing them down' so they are both understandable and able to impact the listener's life."

Tony Marciano

28-YEAR EXECUTIVE DIRECTOR (RETIRED)
CHARLOTTE RESCUE MISSION



Meet Jeff

Jeff Cook reaches people through his authentic, true to life approach. His amazing, rise from the ashes story not only offers hope to all, but helps his message to stay grounded and humble. He sees himself as much a witness, as an expert to the truths he shares with his audience, leaving them inspired but not disqualified.

His every-man persona coupled with his extremely diverse education and vocational experiences give him a uniquely broad and wholistic perspective that create space for everyone to find their place in his message.

He takes the complicated abstract realities of the human condition and explains them in simple everyday terms, illustrating them through his own real life experiences. It is always Jeff's goal to make so much sense it feels like common sense.

Whether because of his large diverse family (including his wife and her 10 siblings, their own biological children, but also their foster/adoptive children and their biological families), being married to a social worker "in training" or his incredibly broad experience with various populations, it seems like there is no context Jeff can't relate to or connect with.

His presentations have a way of opening people's eyes to the realities around them in ways that are truly transformative. They create value and impact that is felt immediately and long after, giving them the keys to live an unlocked life, and live it to their fullest.

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**Jeff
Cook**

BIOGRAPHY

Jeff Cook is a sought after voice in all areas of the human experience. From universities to prisons, his commentary (written and delivered) has been leveraged to help explain those parts of being a human that feel just out of reach. His work experience, which ranges from personal trainer, to homeless and urban poor outreach worker, through pastoring at large affluent churches and serving on a national coaching network to help organizations get out of their own way and reach their communities more effectively have equipped him to connect effectively with every type of audience, regardless of context or need.

Throughout the course of his vocational journey, Jeff has been trained in physical, social and applied sciences as well as religion and philosophy. He has been trained and certified as a personal trainer and a chaplain, ordained as a pastor, and mentored as diagnostician and a coach. He enjoys a uniquely wholistic approach to what it is to be human. You've heard it said that a carpenter wants to fix every problem with a hammer, well Jeff is the general contractor.

When he's not lifting weights, getting more tattoos or adopting more children, Jeff finds joy in creating. Things like poetry and spoken word, social commentary blogs and articles or picture books to explain metaphysical and spiritual ideas. Not to mention projects for his wife and kids, whether that means building rock walls in closets, hanging cargo nets from ceilings or converting his basement into an occupational therapy gym, he loves to take an idea from the abstract to the concrete for the betterment of those he is with.

Jeff's unique style of communication and approach to his own expertise, combined with his off the cuff vibe, raw vulnerability and self-deprecating humor help every person in the audience know that they can apply what he teaches for the same results. He has a knack for explaining complex concepts in simple reachable terms without ever diminishing the power they deliver. In short, those who hear him speak feel like they are talking to a friend about attainable goals. People leave his presentations with both clarity and enthusiasm to take hold of things that used to seem out of reach.

Jeff's presentations find common ground and level the playing field, allowing everyone in attendance to see their part in the bigger vision and come away with an inspired commitment to fulfill their role.

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“Jeff Cook is a gifted communicator whose presence immediately puts people at ease. His ability to speak with both clarity and depth makes him not only relatable, but truly impactful. Whether he’s addressing a room full of people or engaging one-on-one, Jeff brings authenticity, insight, and compassion to every interaction. As a pastor, he consistently demonstrated wisdom, integrity, and a deep commitment to the well-being of others.

Jeff is one of the few individuals who, if he asked me for a favor, I wouldn’t hesitate—I wouldn’t even need to ask why. I trust his heart and his motives completely, because I know they’re always rooted in the betterment of others. As he steps into life coaching, those same qualities continue to shine. He is a steady, thoughtful voice in a noisy world—someone who speaks with purpose and listens with care.”

Kim Honeycutt
MSW, LCSW, CCFC, LCAS

PSYCHOTHERAPIST, SPEAKER, AUTHOR
& ICUTALKS MINISTRY FOUNDER

“I’ve had the privilege of hearing Jeff speak for years and I can confidently say he is one of the most compelling communicators I’ve encountered. His ability to connect with an audience—whether in a spiritual or secular setting—is exceptional. He brings a blend of authenticity, insight, and humor that not only engages listeners but leaves them thinking long after the talk is over. His stage presence is confident yet approachable, and he has a unique talent for tailoring his message to the audience in front of him. I have no doubt he will be just as impactful in the corporate speaking world as he has been in ministry.”

Nick Kosir

FOX NEWS WEATHER / THE DANCING WEATHERMAN

“I’ve had the privilege of witnessing Jeff in action—not just as a speaker, but as a transformational leader. As an attorney, former military officer, and pastor, I’ve encountered all kinds of communicators, but few have the rare ability Jeff possesses: the power to move people beyond inspiration into tangible action.

Jeff doesn’t simply motivate; he **trains** with purpose. His sessions are immersive experiences that blend authenticity, clarity, and conviction. I first experienced this years ago during a leadership gathering at the beach, and the impact of his message still resonates. His words challenge, but more importantly, they **change** people. He speaks with a depth that calls leaders to rise—not just in title, but in integrity and execution.

If your organization is serious about cultivating excellence, reshaping culture, or developing leaders who do more than talk the talk, then Jeff is not a luxury—he’s a necessity. Any team, business, or institution would be well-served by having him as a voice in the room.”

Walter Bowers, Jr., Esq.

ATTORNEY | FORMER MILITARY OFFICER | PASTOR



WHEN
want
BECOMES
willing

Giving yourself a little R.O.A.P.

JEFF COOK

In a day and age where people can very easily create the appearance of the life they wish they had on line, it can be genuinely difficult to know the difference between a dream and a goal. When you add to that the pace at which we all live it is easy to skip over the diagnostic stages of change as if they are a formality. While this seems like it saves time, it stops us short before we reach our desired destination and leaves people wondering what went wrong.

**If this is what we all want,
why aren't we willing?**

By learning Jeff's **R.O.A.P. method**, participants develop a healthy concept of the order and pace of change, even if that change is entirely about reaching next quarters' target.

Nearly 30 years of working with others, over a decade's worth of higher education, and more "learn from your mistakes" wisdom than he will admit, have developed a process that is applicable to every person and in every environment, as long as change is a part of the story.

Participants will walk away, not only with a clear understanding of how to effect real change in their current need, but with a methodology that can affect the entire organization through shared language, process and expectation. It's a silver bullet that puts to death miscommunication, anxiety and resentment. Allowing teams to function like teams-coordinated, single-minded of purpose and complimentary instead of competitive. Working with, not against each other.

Each individual in this session will be gifted with the key to live an unlocked life, as the teams they arrived as, and as individual men and women who want more out of life.

JEFF COOK

How to Make an Impact That Lasts



SINGLE STONE *impact*

Who doesn't want to make a big splash? We strive for the biggest impact with the smallest output. That's just good business, right? The problem is, how big a splash and how deep an impact we make rarely correspond. There is almost a counterintuitive relationship between the two, and if we don't understand it we can find ourselves spinning our wheels for a very long time.

This program helps reframe participants paradigm to align their actions and expectations in a way that makes reaching people in meaningful ways a certainty. Understanding things like single-stone impact and the three question rule give the audience a clear framework of operations that can be applied regardless of context and will deliver uncommon results. Even the most novice among us will have the ability to connect in meaningful ways that make others feel seen, heard and known.

Whether the context is sales, customer service or inter-office relationships, the audience gains the tools necessary to have meaningful interactions that get the job done. Jeff's lively examples, down to earth humor and insightful observations help this elusive concept make so much sense it feels like common sense.

Introduction



TO BE READ BY THE PERSON INTRODUCING JEFF AT YOUR EVENT

Our speaker today has been called many things: Dad, Reverend, Foster Parent, Teacher, Coach, trainer and sometimes defendant (but not for a long time.)

His purpose in life is helping others find and live out theirs. His authenticity, unique perspective on life and incredible rise from the ashes story never leave him wanting for a story. While his combination of pattern recognition and empathy make his observations refreshingly real and his perspective on life meaningfully applicable.

When he's not lifting heavy things, getting another tattoo or adopting more children, he is pondering the depth of the human experience and how that interplays with the complexities of today's society at large. He has already heard about the incredible people in this room and has shown up with hope and purpose just for you.

Hailing from Charlotte, NC even though he looks like he's from the Jersey Shore (which he actually is), please help me welcome Jeff Cook!!

A/V Requirements

Below is a checklist that will ensure the best audience experience of Jeff's program. Please share this list with your Meeting Planner and AV Contact Person. If you encounter a challenge with any of the following requests, please contact us right away so that we can fix it in advance of your program.

Client will provide the room setup and necessary audiovisual equipment including:

- Wireless lapel or lavalier microphone
- Video projector, screen, and sound
- Wireless remote
- Wireless internet access
- Confidence monitor
- A bottle of water would be appreciated

The Speaker and Client will meet at least 60 minutes prior to the Event for an A/V and sound check, unless mutually agreed otherwise. During the sound check, the Speaker will also ideally meet with the person introducing him.

Speaker will use the house computer for his presentation. He will send his slides ahead of the event via Dropbox link and bring a thumb drive with his PowerPoint slide deck to the event. Jeff's slides are customized for every program and are often updated right up until show time.

Speaker will push the slides himself via the wireless remote provided.

Speaker prefers to move around for maximum audience engagement. During the presentation, all podiums, chairs, stools, stands, etc. should be moved to either side of the stage.

If the presentation is being held during a meal, it is preferable that food consumption is over and that all dishes are cleared prior to the presentation

For booking information please contact jeff@jeffscook.com