



# REINVENTING LEADERSHIP

Leadership keynote speaker Rick Denley,  
INSPIRES leaders to EMBRACE CHANGE,  
PRIORITIZE PEOPLE,  
and LEAD GROWTH with COURAGE.

*Rick Denley*

## REINVENT YOURSELF

Embark on a journey of self-discovery and growth, learning to navigate through life's challenges with resilience and positivity

### You Will Learn:

 60 Min

- 1. A Blueprint for Success:** Discover Rick's process for overcoming barriers and reaching your goals and dreams, one step after the other.
- 2. How to Conquer Change:** Learn how to embrace change, whether it's a mess, movement, or mission you're on and use it as a catalyst for personal and positive growth.
- 3. Skill to Harnessing Fear:** Gain insights into identifying and conquering fears that hinder change and learn to use adversity to your advantage.
- 4. Transformational Leadership:** Develop the skills to lead with authenticity, humility, and confidence, building a change-ready culture within teams and organizations.
- 5. Aligning your passion with your purpose:** Reignite your fire within by choosing a lane and focusing on only the tasks necessary to bring your dreams to fruition.



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## LEADERSHIP REINVENTED

Rick Denley shares his proven Change Growth Formula to help leaders and organizations thrive in the face of uncertainty.

### You Will Learn:

 60 Min

- 1. Embrace change:** Recognize that change is constant, both invited and uninvited. Train your mind to be open and adaptable to navigate change successfully as a leader.
- 2. Prioritize people:** Shift focus from processes and procedures to empowering and growing your employees. Provide career paths, reverse mentoring, and opportunities for them to pursue their passions.
- 3. Lead with courage and vulnerability:** Show empathy, humility, and vulnerability as a leader. Build trust, hand over authority, and create an environment where people feel valued and heard.
- 4. Build a positive culture:** Foster a culture of mutual trust, respect, inclusivity, and appreciation. Encourage collaboration and dismantle toxic, stressful and biased environments.
- 5. Align passion with purpose:** Get to know your employees' individual passions and help align them with the overarching purpose of the company. Inspire and motivate people by connecting their work to a greater mission.



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## ADAPTIVE GROWTH STRATEGIES FOR A DISRUPTED WORLD

Rick addresses how sales leaders and professionals must adapt and thrive in this new world.

### You Will Learn:

 60 Min

- 1. Creating a culture of winning** that motivates, empowers, and rewards sales teams for delivering exceptional customer outcomes
- 2. Addressing the new buyer's model** that requires sellers to engage customers across multiple channels, stages and touchpoints
- 3. Building resilience for success** that enables sellers to cope with stress, uncertainty, and change
- 4. Leveraging sales technology** including Gen AI to enhance efficiency, effectiveness, and intelligence
- 5. Developing a growth mindset** that fosters continuous learning, improvement, and innovation