



**Military and Combat Speaker Consortium**  
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**SGT KEN®**  
**Keynotes and Workshops**

**LECTURE 01:**

***Lead to Succeed: The Top 10 Tips to Maximize Your Mentorship and Resilience Skills™ with SGT Ken®***

Everyone requires role models and guidance in order to be successful in any field. You may have dismissed the idea of becoming a mentor in the past because you thought that it would not be worth the time and energy you would have put into the relationship. It is time to put that kind of thinking behind you. A mentor affects the personal and professional life of an individual by fostering insight, identifying needed knowledge, and expanding opportunities. Use *SGT Ken's Top 10 Mentoring Tips* to discover how to provide exceptional learning experiences, insight and perspective, and to build rewarding relationships that will last a lifetime. Learn how to *Lead to Succeed!*

TRT: 90 minutes

**LECTURE 02:**

***The Road to Resilience: Turn Stress Into Strength and Obstacles Into Opportunities™ with SGT Ken®***

There are two things that can happen to a person when faced with an obstacle of any kind: fall apart or bounce back. Resilience, often referred to as emotional fitness or mental toughness, is when adversity is faced head-on and personal growth is found from the experience. SGT Ken® has over 300 hours providing resilience training to military and non-military audiences. This module will provide the audience with exceptional resilience training and life coaching strategies to turn stress into strength and obstacles into opportunities! Find success on the *Road to Resilience!*

TRT: 90 minutes

**LECTURE 03:**

***Connect for Effect: Seven Superior Strategies to Speak Successfully with SGT Ken®***

This highly interactive workshop identifies the essential skills all great presenters must possess in order to impact any audience. Developed by Army Master Fitness, Master Resilience Trainer and decorated combat veteran

Ken Weichert (aka SGT Ken®), this workshop features seven superior strategies to speak successfully in every situation. Participants will discover how to use their voice for maximum effectiveness, how to cultivate a climate of connection, rapport and relationship building. Participants will also be immersed in several powerful and playful improvisational drills designed to unleash imagination, build self-confidence, and spawn spontaneity to create stagecraft success.

#### **LECTURE 04:**

##### ***The Psychology of Selling with SGT Ken®***

This highly interactive workshop identifies the indispensable attributes all exceptional communicators must possess to cultivate a climate of connection, rapport and relationship building. Developed by Army Master Fitness Trainer, Master Resilience Trainer and decorated combat veteran Ken Weichert (aka SGT Ken®), this presentation features seven superior strategies to speak successfully in every situation. You'll discover how to abolish anxiety, live to listen, create connection, enhance excitement, trust your timing, overcome objections, restore resilience, and expand through empowerment.

#### **LECTURE 05: GOAL-SETTING**

##### ***Going for the Goal with SGT Ken®: Goal-setting Strategies that Work!™***

Learning to set goals and crafting plans for their accomplishment will have more of a positive impact on a person's life than anything else they could possibly do. As the saying goes, "If you don't know where you are going, any road will take you there." Many have called goal-setting the master skill of success because it is the essential ingredient for successful living. Without it, one can never come close to living their life to its fullest. With goal-setting, a person can learn and master anything desired. Mastery comes with deliberate, repetitive practice and a constant desire for never-ending advancement and improvement. People function at their best when they are actively pursuing a set of meaningful goals.

#### **LECTURE 06:**

##### ***Recruiting and Retention Resilience™ with SGT Ken®***

This highly interactive workshop identifies the indispensable attributes all exceptional communicators must possess to cultivate a climate of connection, rapport and relationship building in order to sell solutions, close the deal and retain the member. Developed by Army Master Fitness Trainer, Master Resilience Trainer and former Recruiting and Retention Specialist Ken Weichert (aka SGT Ken®), you will discover how to abolish anxiety, live to listen, create connection, enhance excitement, trust your timing, overcome objections, restore resilience, and to expand through empowerment.

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 01:**

##### ***Intentional Living***

If you've ever sat back and looked at where you are in your life or felt insignificant, you're not alone. If you've ever wondered if you matter, if you will leave anything behind or if you will be missed when you die, you're not alone. You can achieve meaning and significance, and create a legacy that will shine/outlast/live on long after you've passed. The secret is intentional living. Regardless of your beliefs or background, if you understand and follow the principles discussed, you'll thrive, grow and live a life of meaning, connection and happiness.

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 02:**

##### ***Becoming a Person of Influence***

Whatever your vocation or aspiration, you can increase your impact on others by Becoming a Person of Influence. Learn simple, insightful ways to interact more positively with others, and watch your personal and organizational success go off the charts.

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 03:**

##### ***15 Invaluable Laws of Growth***

In order to reach your potential, you must be intentional about personal growth. This training curriculum will help you understand how personal growth really works, and how you can develop yourself to become a more effective

and fulfilled individual. You will learn how to build up your sense of purpose and become more successful in every area of your life.

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 04:**

##### ***Everyone Communicates, Few Connect***

World-renowned leadership expert John C. Maxwell says if you want to succeed, you must learn how to connect with people. And while it may seem like some folks are just born with it, *the fact is anyone can learn how to make every communication an opportunity for a powerful connection.* In *Everyone Communicates, Few Connect*, you will learn the Five Principles and Five Practices to develop the crucial skill of connecting, including:

- Finding Common Ground
- Keeping Your Communication Simple
- Capturing People's Interest
- Inspiring People
- Staying Authentic in all Your Relationships

The ability to connect with others is a major determining factor in reaching your full potential. It's no secret! Connecting is a skill you can learn and apply in your personal, professional, and family relationships - and you can start now by taking this course!

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 05:**

##### ***How to be a REAL Success***

Success is not a destination. It is a process – a lifelong strategy of building on strengths, minimizing weaknesses, and focusing on the people and points of life that are most important. In *How to be a REAL Success*, you will learn the keys needed to succeed in life. Whether you are a civil servant or a corporate executive, you will achieve great things by understanding four very important success-building areas: Relationships, Equipping, Attitude, and Leadership.

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 06:**

##### ***Put Your Dream to the Test***

Your dream has power. It can inspire you. It can empower you. But will it reward you? In this course you will learn how to do the things needed to make your dream come true. Most people fail to realize their potential because their dream remains hypothetical. *Put Your Dream to the Test* takes your dream from ethereal to achievable. You will learn how to crystallize your vision and galvanize your commitment by instructing you how to answer 'yes' to questions like:

- Is my dream really my dream?
- Am I depending on factors in my control to achieve my dream?
- Do I have a strategy to achieve my dream?
- Have I included the people I need to realize my dream?
- Am I willing to pay the price for my dream?
- Does my dream benefit others?

#### **JOHN C. MAXWELL LEADERSHIP WORKSHOP SERIES 07:**

##### ***Sometimes You Win, Sometimes You Learn***

Every one of us has experienced a disappointing loss in our own personal growth or leadership. How we have responded to those mistakes, errors, slips in judgment or just plain missing the goal has formed us even now. No bad experience has to ultimately defeat us. This workshop helps light the path to a more fulfilling life by examining loss, not from measuring what one does not have, but how loss can bring abundance. Every negative event or loss that occurs can become a great learning opportunity to take us all the newer and greater heights in our own lives.