



INSPIRING PEOPLE & ORGANIZATIONS TO REACH THEIR FULLEST POTENTIAL

Former US Army Green Beret, Award-Winning Entrepreneur and Bestselling Author Inspires, Educates and Entertains Audiences on Lessons of Leadership, Entrepreneurship, Overcoming Failure, Navigating Change, Tenacity, Integrity and the Power of Elite Teams.

POPULAR KEYNOTE PROGRAMS

Larry delivers each keynote with his signature high-octane energy, humor and authenticity. Larry often shares messages that are real and raw. He takes audience members on an emotional journey through laughter and tears, but always leaves them feeling inspired with a can-do attitude!



F* WORDS FOR LEADERSHIP & LIFE

Emotional barriers of fear and failure are part of every leader and high-achiever's journey. Larry shares inspiring stories and practical tips to move audiences closer to their fullest potential and overcome any obstacle.

Audience Members Will Learn:

- ~How to break through barriers of FEAR, FAILURE, and other F* Words that shackle them to mediocrity
- ~The keys to living a more productive, high-impact and significant life
- ~A new approach to overcoming adversity to find personal and professional FREEDOM through FAITH and FORGIVENESS.



FIVE SPECIAL OPS STRATEGIES TO BUILD ELITE TEAMS

Based on his background serving on A-Teams in the US Army's elite Green Berets and his entrepreneurial experience building teams that outmaneuver and outperform larger, better-funded organizations, Larry discusses the ideal profile of effective teams and offers tools, techniques, and resources to create and motivate teams to greatness.

Audience Members Will Learn:

- ~Strategies to attract the top performers in their field while reducing recruitment costs
- ~How to eliminate water cooler complaining and understand their team's needs and wants
- ~Practical tips to foster loyalty, creativity, and a never-surrender spirit in their team



NAVIGATING CHANGE & UNCERTAINTY

Change happens when the cost of the status quo is greater than the risk of change. In business, leadership, and life, change is the one constant, yet scares and paralyzes most leaders and team members. Winston Churchill famously said, "We must take change by the hand or rest assuredly, change will take us by the throat."

Audience Members Will Learn:

- ~Inspiring leadership techniques that will reduce fear and increase innovation in the face of change
- ~How to pursue positive change to propel them toward a life of significance and success
- ~Techniques to navigate the rough waters of change and to infuse a spirit of anticipation, confidence and excitement to any team challenge



ABOUT LARRY BROUGHTON

CBS News has called Larry Broughton "the nation's foremost expert on leadership and entrepreneurship."

Larry is an award-winning entrepreneur and CEO, bestselling author, entrepreneur, keynote speaker, and former US Army Green Beret.

He is the Founder and CEO of broughtonHOTELS, a leader in the boutique hotel industry. Larry has received several business awards, including Ernst & Young's *Entrepreneur of the Year*®, the National Veteran-Owned Business Association's *Vetpreneur*® of the Year, Coastline Foundation's *Visionary of the Year*, Passkeys Foundation's *National Business Leader of Integrity*, and HSMAl's *Best of the Best Hotel Management Company of the Year*.

Larry's upbeat, creative approach to business and life has been featured in newspaper and magazine articles across the country and he's been a guest on news and television programs on every major network, including multiple appearances on Travel Channel's hit show *Hotel Impossible*.



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Larry's Dynamic Speaker Reel

CUSTOM KEYNOTES and TRAININGS are AVAILABLE

CONTACT US FOR RATES AND AVAILABILITY

www.larrybroughton.com (714) 793-8205 info@larrybroughton.com

WHAT PEOPLE ARE SAYING ABOUT LARRY...

"Larry's high energy and powerful keynote at Walmart's Open Call was the perfect balance of inspirational tips, humorous anecdotes, and informative lessons delivered in an approachable and transparent manner that encouraged attendees towards greatness in their personal and professional lives. If you get a chance to have Larry speak at your event jump at the chance!"



~Mark Espinoza, Senior Director of Public Affairs
Walmart Headquarters

PARTIAL LIST OF SPEAKING CLIENTS:



"Larry Broughton is one of the best leadership speakers we've seen. His message is both inspiring and relatable. Larry shares his secrets to organizational success, which sit on the foundational understanding that inspiring and empowering your people to chase their potential is the key. If you're serious about growing your organization, I highly recommend Larry Broughton to help you with your journey."



~Jim Stitt, CEO
Cutco Corporation

I have heard a lot of speakers, and I can say without question that Larry is the most inspiring speaker to ever talk to our population. Larry gets it! He's lived what our warriors have lived, and he knows what is in front of them. Like a good soldier, he's passing on his knowledge so others can navigate the landmines of life and be successful.



~Al Giordano, Co-Founder
Wounded Warrior Project

It was great having Larry as the keynote presenter at our annual InnSpire Conference - what a neat guy! I appreciated his ease on stage, his ability to engage the audience, his energy, and his passion. His presentation was informative, enlightening, and inspiring; and the feedback was awesome!



~Jennifer Flohr, Senior Vice President
California Hotel & Lodging Association

"When Larry Broughton spoke at our business seminar, he absolutely blew the roof off! I've never heard so much positive feedback from ANY speaker, and we've put on over 200 seminars. Larry is authentic, powerful in his message, and inspiring to the heart. If you have a chance to book him, take it!"



~Matt Brauning, Founder
Evolution Seminars



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