

# RockStar

## KEYNOTE SPEAKERS

MAGAZINE

CORPORATE  
SPEAKER  
ISSUE

JUNE 2025  
HIGHLIGHTED  
KEYNOTE SPEAKER

LARRY  
BROUGHTON

TOP 10 LIST:  
CORPORATE  
SPEAKERS (MEN)

7 TIPS:  
BOOK CORPORATE  
SPEAKING GIGS

### COVER STORY

The Spark of Victory: Why Larry Broughton Ignites Every Stage

Larry Broughton steps onto the stage, and the room shifts. Eyes lock on him. A former U.S. Army Green Beret turned award-winning entrepreneur, he carries a presence forged in service, sharpened by business triumphs, and softened by humor that disarms any crowd.

Event planners searching for a keynote speaker who can inspire, inform, and entertain need look no further. Broughton delivers his talks on leadership, teambuilding, entrepreneurship, and overcoming chaos resonant deeply, leaving audiences not just motivated but transformed.

Broughton's journey began in upstate New York, where small-town roots instilled grit and community values. He joined the Army, serving as a Special Forces Green Beret, where he honed leadership under pressure. "The military taught me that chaos is just opportunity in disguise," he shared in a recent interview. His voice steady but warm. After his service, he traded combat boots for boardrooms, building a hospitality empire that earned him accolades as one of the nation's foremost experts on entrepreneurship and leadership. His success wasn't luck—it was strategy, systems, and a relentless positive mindset.

What makes Broughton a multi-book speaker is his real. He's been in the trenches—both literal and corporate. On stage, he weaves world-class storytelling with practical insights. One moment, he's sharing a harrowing Green Beret mission that taught him resilience; the next, he's cracking a self-deprecating joke that has the room roaring. His ability to blend humor with hard-earned wisdom keeps audiences engaged. "Larry's not just inspiring—he's relatable," says Anthony Melchioni, host of Travel Channel's *Hotel Impossible*. "His leadership shines, and he adds value to every moment he's on screen or stage."

Broughton's talks tackle the toughest challenges facing today's leaders. He dives into navigating change, building

cohesive teams, and fostering a mindset that turns obstacles into wins. His VICTORY framework, based on his number one best-selling book of the same name, offers a roadmap for success. "Systems are the backbone of any thriving business," he explains, drawing from his own experience scaling companies. "But it's the people, the heart, that make it all work." Attendees leave his sessions with actionable strategies and an internal fire to implement them.

Testimonials paint a vivid picture. "Inspiring, informative, humorous," says one event planner on Broughton's website. Another calls him "a game-changer for our conference." *LA Weekly Magazine* named him among the Top 10 Keynote Speakers in North America, a nod to his ability to captivate diverse audiences. Whether addressing Fortune 500 executives or small business owners, Broughton connects. JJ Ramberg, former host of MSNBC's *Your Business*, praises his "depth and integrity," noting that few bring as much to the table.

His entrepreneurial insights stem from real-world wins and scars. Broughton founded Broughton Hotels, a portfolio of boutique properties that redefined hospitality. He's also a best-selling author with books like *FLASHPOINTS* offering leadership





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Broughton's journey began in upstate New York, where small-town roots instilled grit and community values. He joined the Army, serving as a Special Forces Green Beret, where he honed leadership under pressure. *"The military taught me that chaos is just opportunity in disguise,"* he shared in a recent interview, his voice steady but warm. After his service, he traded combat boots for boardrooms, building a hospitality empire that earned him accolades as one of the nation's top hoteliers. CBS News calls him *"one of the nation's foremost experts on entrepreneurship and leadership."* His success wasn't luck—it was strategy, systems, and a relentless positive mindset.

What makes Broughton a must-book speaker? He's real. He's been in the trenches—both literal and corporate. On stage, he weaves world-class storytelling with practical insights. One moment, he's sharing a harrowing Green Beret mission that taught him resilience; the next, he's cracking a self-deprecating joke that has the room roaring. His ability to blend humor with hard-earned wisdom keeps audiences engaged. *"Larry's not just inspiring—he's relatable,"* says Anthony Melchiorri, host of Travel Channel's *Hotel Impossible*. *"His leadership shines, and he adds value to every moment he's on screen or stage."*

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lessons drawn from his life. Yet he's quick to admit his failures. *"I've been the lone wolf, thinking I could do it all,"* he says, referencing his early entrepreneurial days. *"Big mistake. Success demands collaboration."* This humility resonates, especially with audiences navigating their own struggles.

Broughton's talks aren't just speeches—they're experiences. He paces the stage, eyes scanning the crowd, pulling listeners into his stories. He shares how humility, and a positive mindset have helped him overcome tragedies and defy the odds. *"You choose your lens,"* he says. *"See the obstacle, or see the opportunity."* Attendees scribble notes, nod in agreement, and later flood event organizers with praise. *"Larry brought our conference to life,"* one sponsor shared. *"People were talking about his session for weeks."*

Booking Broughton is a no-brainer. He tailors every talk to the audience, ensuring relevance whether the focus is corporate leadership or entrepreneurial grit. His energy is infectious, his insights practical, and his humor perfectly balanced. Donny Deutsch, TV personality and advertising mogul, sums it up: *"Larry's ideas are brilliant, and he's a phenomenally successful entrepreneur."* Event sponsors want impact. Broughton delivers it.

Beyond the stage, Broughton mentors emerging leaders through his coaching and mentoring programs. He's a man on a mission to spark "victory" in others, a theme that runs through his stage and media appearances. After all, he explains, *"There's power in enthusiasm...you can't light a fire with a wet match!"* Darren Hardy, former publisher of *SUCCESS Magazine*, calls him *"smart, visionary, and wise."* That wisdom, paired with his knack for storytelling, makes every event he speaks at unforgettable.

Larry Broughton is the speaker who will elevate your conference. His blend of leadership expertise, entrepreneurial know-how, and infectious positivity will leave your audience buzzing. Don't settle for a keynote that fades. Book Broughton, and watch your event become the one everyone remembers. Visit **[LarryBroughton.com](http://LarryBroughton.com)** to secure him for your next event.

