



Total Engagement Leadership

# KEYNOTE SPEAKING

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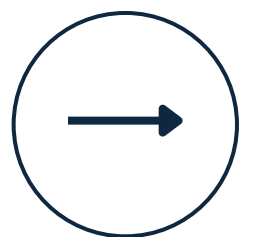
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# LEADERSHIP AT 30,000 FEET

For Brian “Maddog” Maddocks, engagement isn’t an HR buzzword, it’s a survival instinct. From the edge of space in the U-2 spy plane to the high-speed, high-G intensity of the F-15 fighter jet, Maddog knows what it takes to stay locked on when it matters most.

In this unforgettable keynote, Maddog brings the audience into the cockpit—where decisions are split-second, consequences are life-and-death, and total engagement is not optional.



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## **LOCK ON, LEAD BOLDLY, ENGAGE RELENTLESSLY**

But this talk isn't just about flying jets. It's also about the crash that comes from being a "Zipper-Suited Sun God" to just another guy in a suit. And it's about the climb out of the wreckage.

Maddog's story is a powerful reminder that bold, engaged leaders ignite performance, deliver results, and inspire others to find purpose, fulfillment, and a sense of meaning in their work. That's the true power of engagement—it fuels organizations, lifts people, and transforms cultures from the inside out.

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# MADDOG'S SPEAKER PACKAGE

Maddog's goal is to be the easiest speaker you've ever worked with. His core value is "service before self," his motto is, "if you're not 10 minutes early, you're late," and his promise is to deliver value above his fees. His services include:

- Up to One-Hour Keynote
- Separate Q&A Session
- Breakout Workshop
- Meal (Breakfast, Lunch, or Dinner) with Event Participants
- Round-Table with Executives
- Pre- and Post-Event Media/Marketing

