



*Will Baggett*  
COLOR OUTSIDE THE LINES

# KEYNOTE SPEAKER

LEADERSHIP • SOFT SKILLS • PERSONAL BRANDING



**WILL BAGGETT**

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Will Baggett is highly regarded and sought after for his energetic, interactive speeches which have inspired thousands to drive meaningful change and improve the way we communicate with one another.

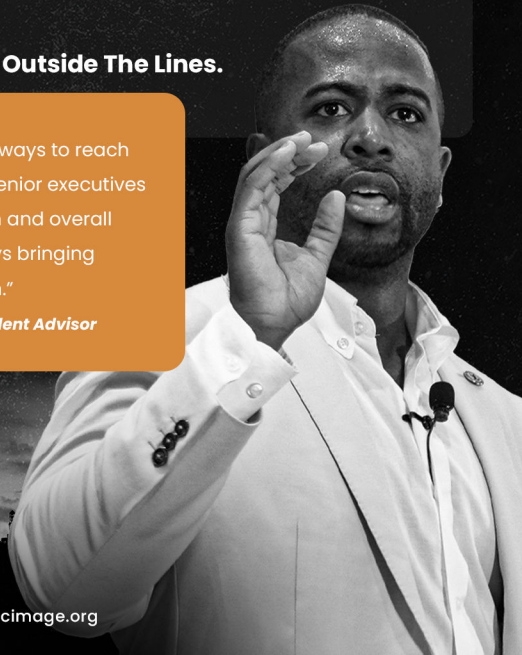
Will Baggett's story inspires greatness and determination. His gracefulness through words gives people the audacious boldness to think beyond and not be restricted by the margin of any limitations placed on them by society, agenda, friends or popular narrative.

As a former collegiate strength coach, author, and award-winning event producer for the College Football Playoff, Final Four & Super Bowl, Will brings a unique mix of sports leadership lessons, future of work research and humor to every audience he addresses.

His message dares people to **Color Outside The Lines.**

"Will Baggett transcends the traditional ways to reach people, whether business professionals, senior executives or athletes, with his genuine approach and overall mentality to Speakership. He's always bringing the best to any room he's in."

- Nicole Britenriker | NBA, Senior Team Talent Advisor



**40K+**Individuals  
Impacted**5K+**Books  
Sold**200+**Presentation  
given**70+**5-star books  
reviews

**"Will's desire to empower those around him to reach  
beyond their goals knows no end."**

*- Corinne Milten, Founder & CEO, WRK*

## PERFORMANCE DRIVEN TALKS

- **The Executive Leadership Image (Interactive Workshop):** In the realm of high-stakes leadership, your image speaks as loudly as your actions. "The Executive Leadership Image" is a dynamic keynote designed to help leaders at all levels develop a commanding and authentic presence that resonates with influence and authority. This session delves into the critical elements of executive presence and offers practical strategies for refining your leadership image.
- **Personal Branding 101: The Science of Selling Yourself (Hybrid Keynote/Workshop):** "The Science of Selling Yourself" is an insightful keynote designed to unravel the complexities of personal branding and self-development. Drawing from cutting-edge research in psychology, behavioral science, and marketing, this session will equip you with practical strategies to effectively communicate your value and stand out in any field. Discover the power of interpersonal connection through use of effective body language and authentic engagement.
- **LeaderShift: 4 Ways Connection Creates Culture (Hybrid Keynote/Workshop):** "LeaderShift: 4 Ways Connection Creates Culture" focuses on how leaders can build stronger teams by creating real connections with their people. In this talk, you'll learn simple but powerful ways to improve relationships, encourage teamwork, and build a positive culture at work. By focusing on connection, leaders can boost employee morale, increase collaboration, and make everyone feel more valued and included.
- **The New Normal: Coloring Outside The Lines (Keynote Address):** In a world increasingly defined by rapid change and unconventional challenges, adhering to the status quo is no longer an option. "The New Normal: Coloring Outside the Lines" is a transformative keynote designed to inspire innovation and adaptability in the face of evolving paradigms. This session will challenge you to break free from traditional boundaries and embrace new ways of thinking and doing.



Texas Tech University  
*Suited for Success*



University of Alabama  
*Executive Image Workshop*

## PREVIOUS AUDIENCES



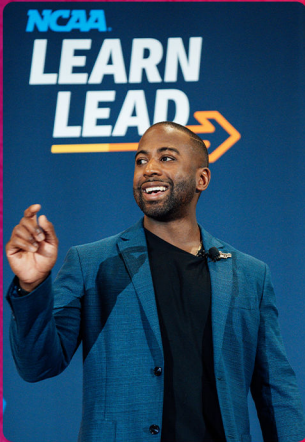
Will Baggett is a former major event sports administrator, having been recognized by the White House Department of Communications for outstanding service to the President of the United States during his time at the College Football Playoff. Will has also helped produce events such as the Super Bowl, Final Four and a host of college football bowl games.

*The Blueprint for a Successful Career*, Will's first book, was first released in 2017 to widespread acclaim and has been added to the curriculum at three nationally accredited universities. Baggett's second book, *Hues of Hope: A Colorful Journey Outside The Lines*, was released in July 2024 and has inspired thousands to live limitlessly and chart their own paths to greatness.

Will formerly served as an athletic performance coach at Baylor, SMU and TCU leading to multiple conference championships, and most importantly, student-athletes graduating with valuable degrees. He began speaking in 2017 and has since reached over 40,000 people across multiple industries and multigenerational workplaces in both the public and private sector.









# COLOR OUTSIDE THE LINES



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## SCAN THE QR CODE

To learn more color outside  
the lines with Will Baggett

