



*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



**50K+**Individuals  
Impacted**5K+**Books  
Sold**300+**Presentation  
given**75+**5-star books  
reviews

**“Will’s desire to empower those around him to reach  
beyond their goals knows no end.”**

*– Corinne Millen, Founder & CEO, WRK*

## PERFORMANCE DRIVEN TALKS

- **LeaderShift: 4 Ways Connection Creates Culture** is a powerful, fast-paced keynote that explores how intentional connection is the catalyst for transformational leadership and thriving organizational culture. Audiences will discover four practical strategies to shift from command-and-control to connect-and-cultivate—igniting trust, improving engagement, and fostering a culture where people want to contribute and grow. This session is perfect for leaders ready to create a culture that doesn’t just perform—but unites.
- **Beyond the Title: Leading Through Relationships, Not Roles** challenges traditional leadership models by focusing on influence over authority. This keynote equips leaders with the tools to build trust, foster collaboration, and inspire action—regardless of position. Through real-world stories and practical insights, audiences will learn how relational leadership drives results, boosts morale, and creates a culture where people follow the person, not just the position.
- **Own The Room: The Art of Soft Skills & Executive Presence** is a dynamic keynote that uncovers the secret sauce behind influential leadership—mastering the human side of business. Blending confidence, communication, and connection, this session teaches professionals how to show up with impact, build trust quickly, and command attention without saying a word. Perfect for emerging and seasoned leaders alike, it’s time to turn presence into power.
- **Connection is Currency: The Leadership Skill That Pays Dividends** reveals why building authentic relationships is one of the most valuable—and overlooked—assets in leadership today. This engaging keynote shows how intentional connection drives loyalty, boosts performance, and creates a culture of trust that fuels long-term success. Leaders will walk away with actionable strategies to turn everyday interactions into lasting impact and measurable returns.

**2025 Speaker Reel**

## 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

