★ RICHIE ROTTEN ★

CHOOSE TO BE A CHAMPION

KEYNOTE SPEAKER · HALL OF FAME WRESTLER

A HALL OF FAME WRESTLER ON YOUR STAGE



Richie Rotten was told he'd never make it, and he spent 30 years proving otherwise in the ring. Today he helps leaders and their teams build a Champion's Identity™, so they perform under pressure instead of folding when it counts. The change holds long after the event ends.

30+
YEARS IN THE RING

Hall of Fame
MULTIPLE HALLS OF FAME

TV & PPV
TELEVISION, STREAMING, PAY-PER-VIEW

KEYNOTES

01 · SIGNATURE TALK

CHOOSE TO BE A CHAMPION

How champions get up when the pressure puts them on their back.

Your people perform under pressure instead of folding when the number is on the line.

- What to do the moment they get knocked down: reset, choose, respond
- A clear identity that holds when the pressure is on
- A team that bounces back faster from every setback

IDEAL FOR
Sales kickoffs, sales meetings and team events.

02 · LEADERSHIP TALK

LEADERSHIP IS AN IDENTITY

Your team won't rise until you rise first.

Leaders learn to reach every person they lead, including the ones wired nothing like them.

- How to become a leader your team believes in when the pressure is on
- A team that chooses accountability over excuses
- How to reach every person you lead, including the ones wired nothing like you

IDEAL FOR
Leaders, managers and leadership offsites.

03 · PERSPECTIVE TALK

KEEP LIFE IN PERSPECTIVE

What terminally ill children taught a Hall of Fame wrestler about what matters.

People stop carrying it alone and see what they still have.

- The shift from "I have to" to "I get to"
- A way to see what they still have to work with when things go wrong
- Why life is about moments, not possessions

IDEAL FOR
Association conferences, all-hands meetings, and wellbeing and burnout programs.

CHAMPION'S IDENTITY™

Under pressure, people fall back on who they believe they are. Every keynote builds all four parts.

01
BELIEF
Believe in yourself first.

02
PERSPECTIVE
"I get to" instead of "I have to."

03
CHOICE
At any moment, you can make a different choice.

04
RESPONSE
When you get knocked down, you control what you do next.

TOPICS RICHIE SPEAKS ON

- Performing under pressure
- Getting back up after a setback
- Sales team mindset
- Leadership identity
- Perspective and burnout
- Belief and confidence
- Presence and holding a room

ALSO AVAILABLE Team workshops and one-on-one coaching that carry the keynote into the weeks after your event.

BRING RICHIE TO YOUR EVENT

A main event your team still uses at Monday's pipeline review.

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