

CONRAD HAWLEY

C.E.O. LEADERSHIP LESSONS



MY STORY



**Grew Up in
KCMO**



**RAY-PEC
High School
Graduate**



**University of Kansas
Scholarship
Quarterback**



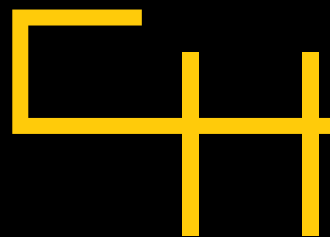
**70 Hour
Work Weeks
Fort Collins, CO**



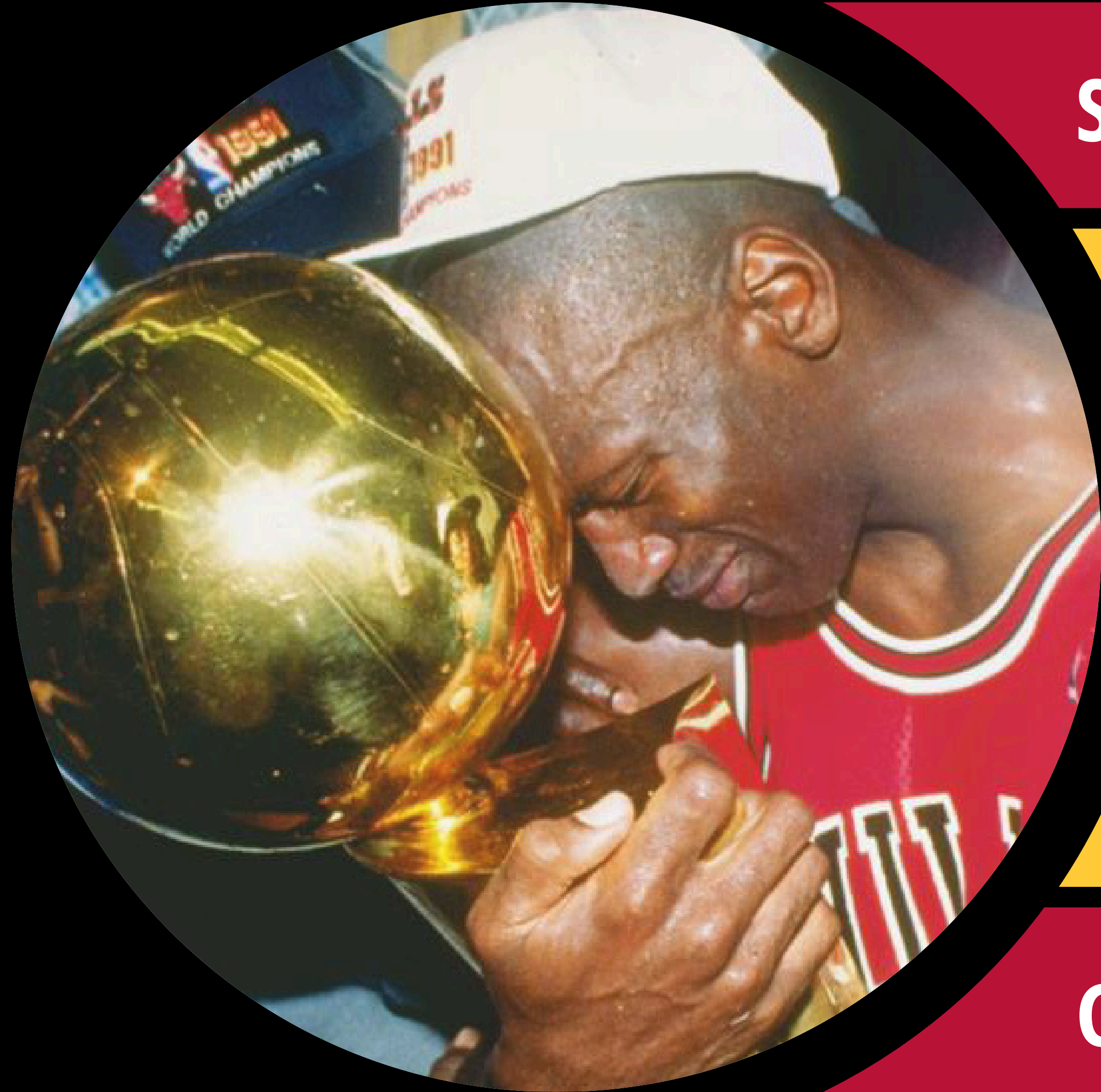
**Iowa State
Basketball
C.E.O.**



**23 Year Old
Professional
Speaker**



DAILY HABITS



Start Your Day With SMALL Wins (6-0)

No Palms Up

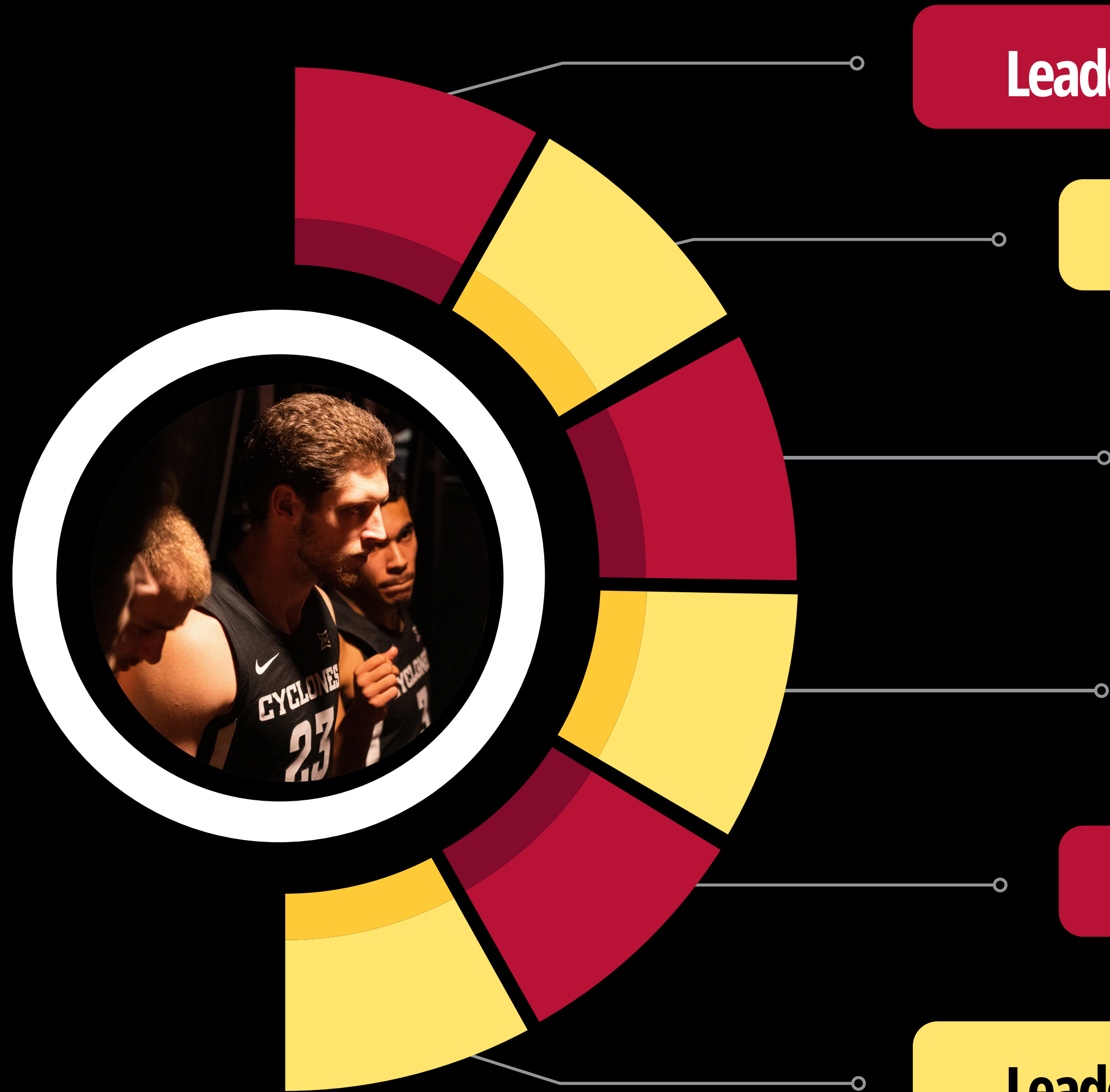
No BCD

Compete!!! (Good Morning)

Gratitude/Humility



LEADERSHIP DYNAMICS



Leadership is SERVICE

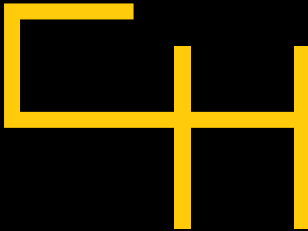
Leadership is Consistent and Authentic

Leaders Don't Get Days Off

Leadership is Legacy

Leaders are the Best Listeners

Leaders Celebrate Each Other



THE SECRET'S TO LIFE

Marcus Aurelius

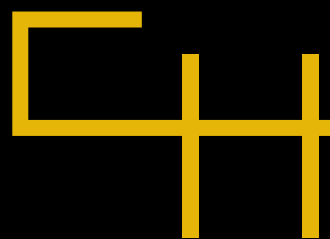
Stewardship

You vs. the Inner Voice

The Difference

The 6's P's

Show Up Exhausted



MY PURPOSE.

I am here to live for others. I give my best daily. I always put the group before myself. I do not make excuses and I am not wasteful of opportunities. Every job I do, I do it to my very best. I am never out of the fight. It is my job to make myself tough enough in order to withstand things others won't, and to protect those I care for. I am rooted in my word, self discipline, and integrity. I thrive in adversity, I am called to be a warrior, and I was bred to serve.

3 KEYS TO LIFE:

MIND

- FOCUS ON LEARNING AND EDUCATING MYSELF.
- WATCH KNOWLEDGE BASED THINGS.
- SEEK TO LEARN FROM THOSE WHO ARE BETTER.

BODY

- I ALWAYS CAN PUSH FURTHER AND HARDER.
- I WILL TAKE CARE OF MY BODY THROUGH TRAINING AND RECOVERY.
- I WILL GRIND TO ACHIEVE MY PHYSICAL GOALS.

SPIRIT

- I WILL BE A LIGHT FOR OTHERS.
- I WILL LEARN FROM MY FAILURES.
- I WILL REJOICE THE GIFT OF LIFE.

3 CONTROLLABLE FACTORS OF LIFE:

ATTITUDE AND RESPONSE TO OUTCOMES

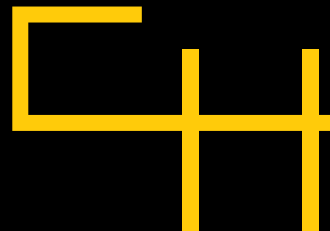
- ALWAYS HAVE A POSITIVE MINDSET.
- NEVER TAKE FOR GRANTED THE GIFT OF LIFE AND THE JOY TO SHARE IT WITH OTHERS.
- RESPOND TO OUTCOMES WITH THE FUTURE IN MIND.

EFFORT

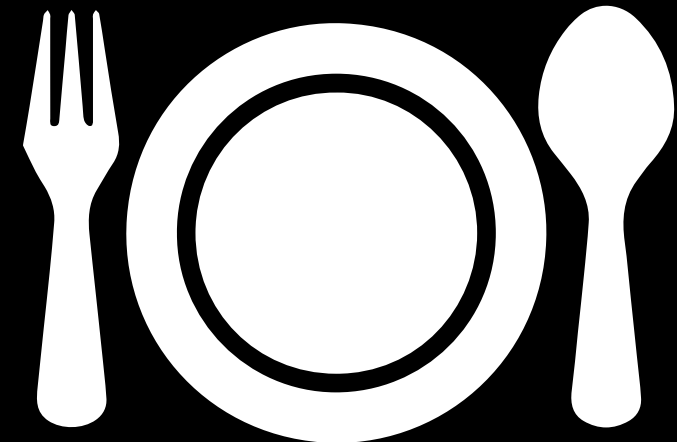
- GIVE 100% IN EVERYTHING I CARE ABOUT.
- PUSH MYSELF UNTIL I CAN'T GO ANY FURTHER.
- SEEK TO COMPLETE TASKS THROUGH FAILURE.

INTEGRITY

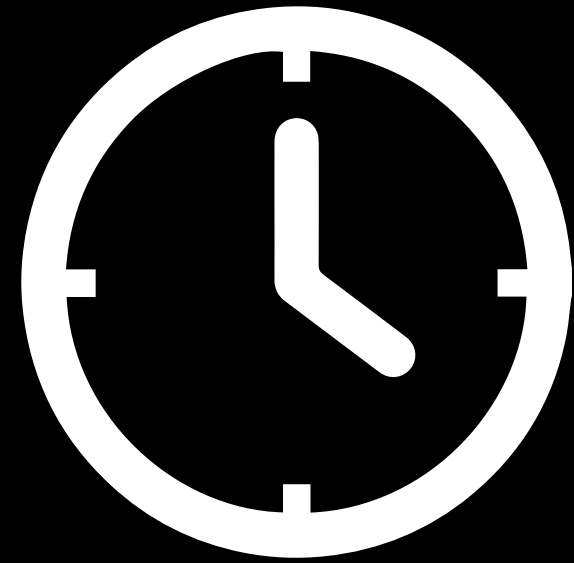
- DO NOT COMPROMISE MY INTEGRITY. FOR ANY REASON.
- LIVE AS THE MAN I WANT TO BECOME.
- DO NOT LIE, DO NOT CHEAT, DO NOT NEGATIVELY IMPACT OTHERS.



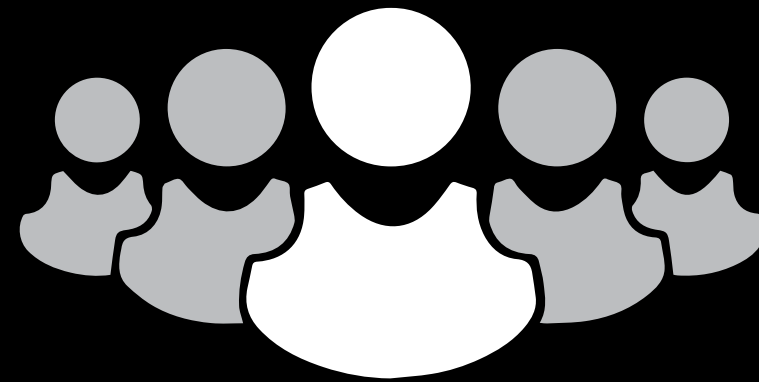
ELITE TEAM MECHANICS



**Eat Together
(Every Day)**



**Bitter vs.
Better**



**What do we
have? Not
what are we
lacking**



**Adversity
Hardship
Problems
= GOOD**



**Owning Our
Roles**



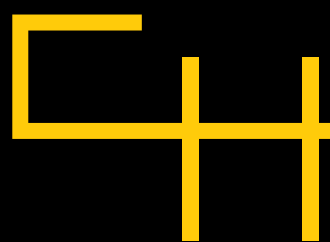
MENTORS & INSPIRATIONS

ADAM HAWLEY
WALT DISNEY (NO RELATION) PRESTON KIEWER
MAX CAYLOR PAT SUMMIT
NICK SABAN KARA LAWSON
GEORGE WASHINGTON JASON TUSCHEN

DJ SHIPLEY
BEAR HANDLON
MICHAEL JORDAN
MARCUS CAPONE
MATT QUEST

TJ OTZELBERGER
SKYLER POPILLION
RYAN BARBER
TIGER WOODS
ROGER DEWITT

CASSIDY HAWLEY
ANDY STUMPF
DOC HOLLIDAY
MARTIN LUTHER KING JR.



CALL TO ACTION

3 STEP PROCESS

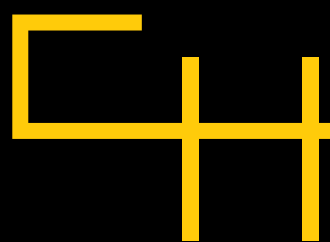
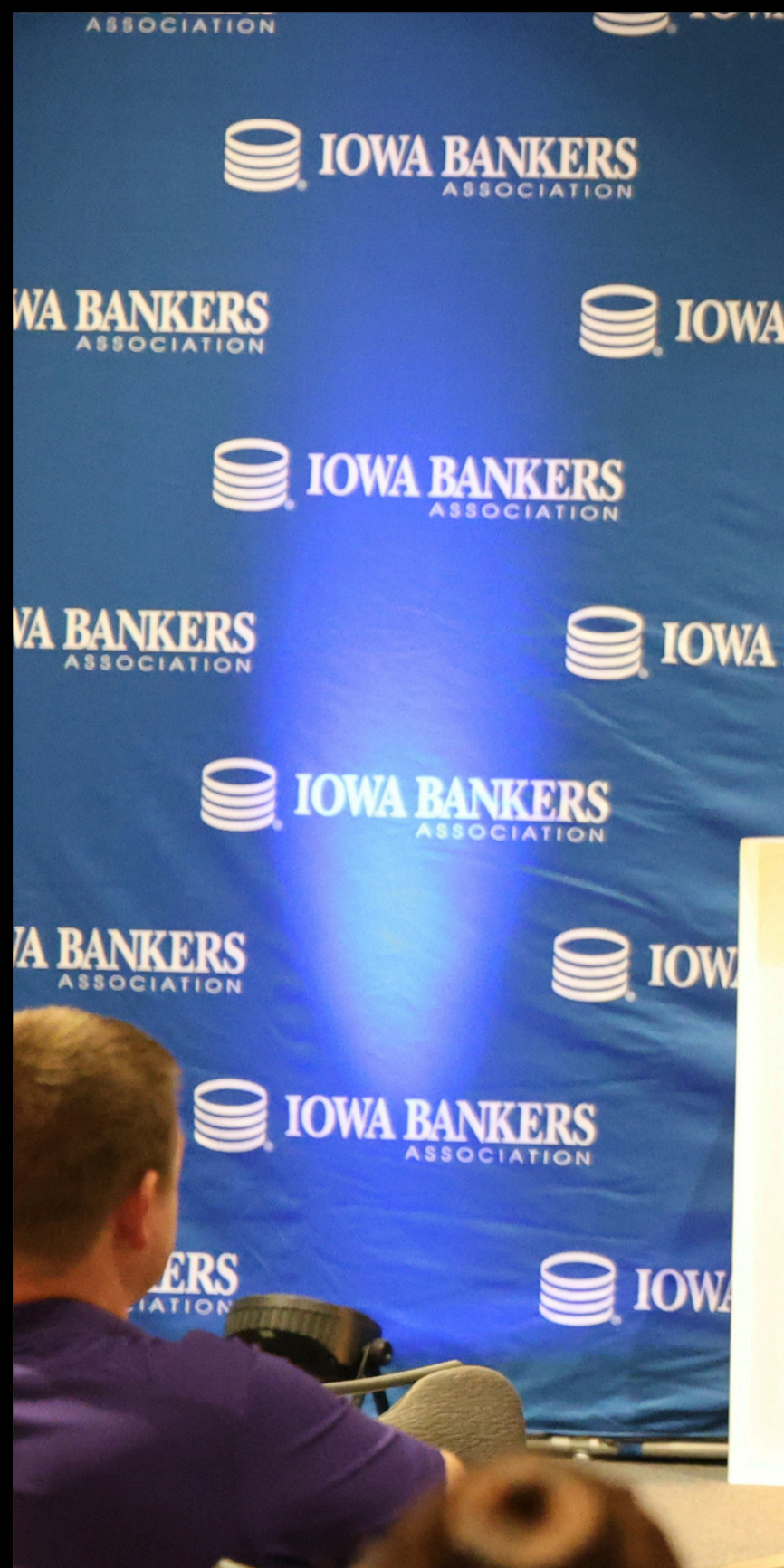
Create Your **Purpose Statement**

Build Your **M&I Page**

Create Your **Daily Habits List**



SHORT STORY / Q&A



Culture Changer

Leadership & Employee Communication Bridge

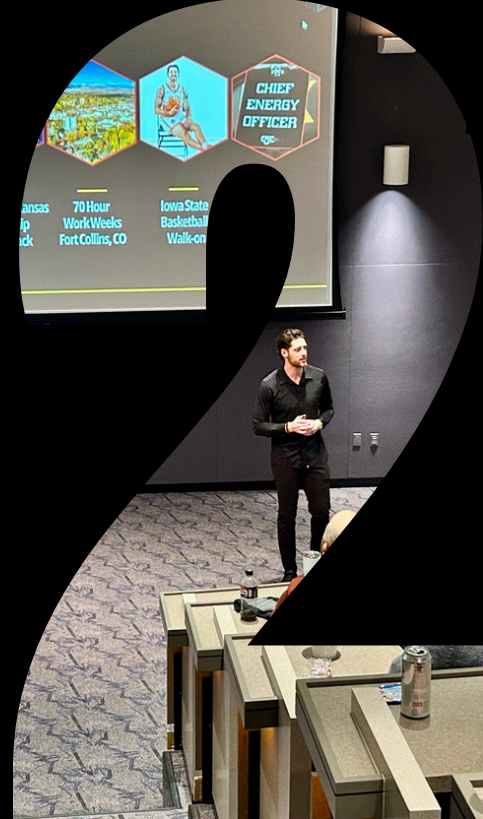
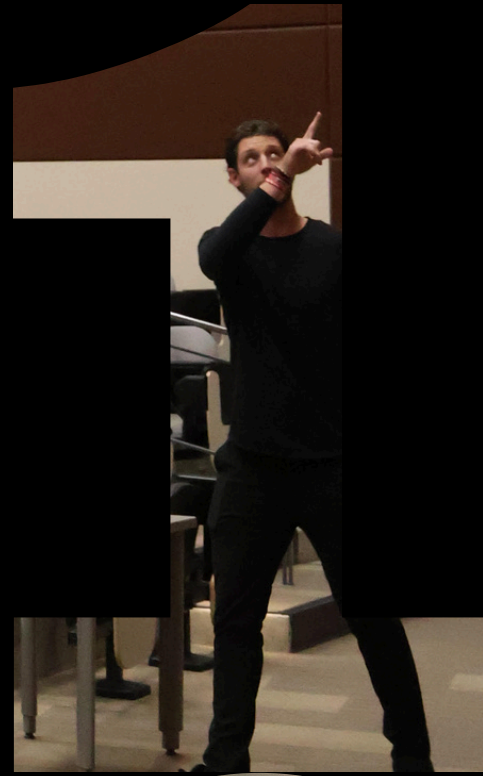
- I meet with frontline employees, mid-level staff, and leadership to gather honest, unfiltered insight about how communication, expectations, and culture are being experienced.
- As an external observer, I see behaviors, gaps, and opportunities that internal teams can't always identify.
- I translate those insights into clear, actionable guidance that helps create a safer, more efficient, team-first workplace — without blame, pressure, or internal politics.

Monthly Culture Coaching & Success Frameworks

- Each month, I provide a structured coaching update designed to support better communication, stronger leadership habits, and improved team cohesion.
- This includes playbooks, guidelines, practical tools, and “quick win” recommendations tailored to the issues employees are actually facing.
- These monthly touchpoints ensure that progress isn't one-and-done — improvement becomes consistent, measurable, and sustainable.

Annual Keynote & Team Development Workshop

- Once a year, I deliver a custom keynote and workshop designed to strengthen mindset, leadership, accountability, and team identity.
- This event ties together the insights from the year and aligns your people on the principles needed to grow moving forward.
- It becomes a reset point — elevating morale, sharpening leadership skills, and creating momentum for the months ahead.



Contact Information



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