

AARON BARE · KEYNOTES & FACILITATION

THINK BIGGER. HOLD IT LIGHTER.

Wall Street Journal & USA Today bestselling author. Founder of the Extraordinary Network. 49 books across seven territories.

TALKING POINTS

- Open with the credo: always be curious, have fun, be extraordinary.
- One line of credibility, then straight to the audience's problem.
- Frame the talk as a working session, not a lecture.

THE THROUGH-LINE

EVERY TALK IS BUILT ON ONE QUESTION

How big could this be? Every keynote sizes the room's ambition first, then gives it an operating system.

TALKING POINTS

- Ask the room the question out loud — take real answers.
- Connect their answers to the keynote they booked.
- Promise: they leave with habits, not just inspiration.

KEYNOTE · LEADERSHIP SUMMITS · SALES KICKOFFS

THINK BIG

Exponential thinking as a practical operating habit — how to size an ambition your organization can actually carry.

TALKING POINTS

- Audience fit: Leadership summits · Sales kickoffs.
- Open with a story from the room's own industry.
- Land on one action the audience can take Monday morning.

KEYNOTE · MAINSTAGE · BOARDS · CULTURE & TRANSFORMATION OFFSITES

ALL PROBLEMS ARE INCENTIVE PROBLEMS

Incentive Intelligence™ — the missing executive discipline of the AI age. A live teardown of the room's own incentives: what's rewarded, what's punished, and what that guarantees next quarter.

TALKING POINTS

- Audience fit: Mainstage · Boards · Culture & transformation offsites.
- Open with a story from the room's own industry.
- Land on one action the audience can take Monday morning.

KEYNOTE · SALES KICKOFFS · REVENUE LEADERSHIP · GTM TEAMS

SELLING IN THE AGE OF AI

What machines now do better, what only humans can do, and how revenue teams rebuild the sale around trust, judgment and speed.

TALKING POINTS

- Audience fit: Sales kickoffs · Revenue leadership · GTM teams.
- Open with a story from the room's own industry.
- Land on one action the audience can take Monday morning.

KEYNOTE · FOUNDERS · MARKETING & BRAND LEADERSHIP

MAGNETIC ZERO

Building organizations and brands people move toward — pull instead of push, in a market saturated with noise.

TALKING POINTS

- Audience fit: Founders · Marketing & brand leadership.
- Open with a story from the room's own industry.
- Land on one action the audience can take Monday morning.

FORMATS

BUILT FOR YOUR STAGE

- 45–60 minute keynote, with Q&A
- 90 minute keynote + workshop
- Half-day and full-day facilitation
- In person, virtual or hybrid

TALKING POINTS

- Keynote for mainstage energy; workshop when the room needs to produce something.
- Facilitation days are working sessions — the room builds, Aaron guides.
- Every format ends with a concrete next step for the audience.

BOOK AARON

HOLD THE DATE.

Three details get a real answer fast: when, where, and how long. Aaron replies personally within 24 hours. aaronbare.com/book-speaking

TALKING POINTS

- Point to the booking form: date, location, duration.
- Calls are available in weekly windows — Phoenix time.
- Close on the credo: always be curious, have fun, be extraordinary.