

SPEAKER KIT · 2026

AARON BARE

Keynote Speaker · WSJ #1 Bestselling Author

Ideas that challenge. Insights that transform. Impact that lasts.

Six books, 200,000+ people in the room, and one through-line: building the feedback loop that helps every human become a better human — starting with the room in front of me.

Always be curious. Be authentic. Have fun.

- WSJ #1 Bestselling Author
- 12 Companies Sold & Exited
- 200,000+ People in the Room
- XPRIZE Winner
- Top 1% IAF Facilitator
- Founder, Extraordinary Network

In the room with: Google · NASA · Amazon · Apple · Mercedes-Benz · Coca-Cola · Boeing · Fast Company · M&C Saatchi



WHY BRING AARON IN

Three things. Nothing else.

01 — SPEAKING

Keynotes & Workshops

Keynotes, workshops, executive offsites and fireside conversations on incentives, AI and exponential leadership — for rooms at Google, NASA, Amazon, Apple and Boeing.

02 — EXTRAORDINARY

CEO Growth Operating System

The operating system for CEOs who want compounding growth — a clear scoreboard, the right rhythms, and a peer network of founders, investors and operators who ship.
joinextraordinary.com

03 — THE INCENTIVES LAB

Incentive Intelligence™

Show me the incentives and I'll show you the future. Executive diagnostics and incentive redesign for boards and C-suites — because every problem is an incentive problem.
theincentiveslab.com

200,000+ 6

PEOPLE IN THE ROOM

BOOKS

100+

COUNTRIES

10,000+

LEADERS TRAINED

500+

ENGAGEMENTS

9.45/10

AVG. RATING

Always be curious. Be authentic. Have fun.

Career highlights: XPRIZE-winning innovator · WSJ #1 and USA Today bestselling author of Exponential Theory · 12 companies sold and exited · former CEO of the National Association of Sales Professionals · top 1% IAF-endorsed facilitator · host of the HackerLabs LIVE podcast.

SIGNATURE KEYNOTES

The talks.

Think Big

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

LEADERSHIP SUMMITS · SALES KICKOFFS

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.

MAINSTAGE · BOARDS · TRANSFORMATION OFFSITES

Bare Selling 2.0

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.

SALES KICKOFFS · REVENUE LEADERSHIP · GTM

Magnetic Zero

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

FOUNDERS · MARKETING & BRAND LEADERSHIP

Formats

- Keynote — 45–60 min. Big room, big shift.
- Workshop — half or full day. The room does the work.
- Executive offsite — board and C-suite, closed door.
- Fireside / moderation — onstage conversation, no filler.
- Virtual — broadcast-quality studio setup.

Every booking includes

- A pre-event call to tailor the talk to your audience and outcome
- Custom examples pulled from your industry, not a stock deck
- Promotional assets: bio, headshots, session copy, social graphics
- A one-page field guide your team keeps after the room clears
- Optional book copies for attendees

NEW · BARE SELLING 2.0

Bare Selling Boot Camp

30 days to sales success — leveraging AI. Not just a speech: a companion app, an implementation guide, a 30-day challenge, and a guaranteed ROI. Hire Aaron for your annual sales meeting and see measurable results in one quarter.

WEEK 1

The Inner Game

Morning tuning, the opportunity journal, and worst-day-proof minimums.

WEEK 2

Alignment

The Alignment Ladder and the Four Truths — in the buyer's own words.

WEEK 3

The Conversation

Seek the no. Diagnose before you prescribe. The graceful goodbye.

WEEK 4

The Multiplier

Become known for something. Let AI do the busywork, never the trust.

Proof · Authority · Liking

Proof — 100+ implementations across enterprise, SaaS, services and government.

Authority — Former CEO, National Association of Sales Professionals · 60,000+ sales professionals trained.

Liking — A monthly comedy show: sales meetings become improv sessions. Clients laughing, clients buying.

What you're buying

Companion app

Daily field work, prompts and progress tracking that keeps reps in the practice.

Implementation guide

The Alignment Ladder card, Four Truths deal review sheet, leader coaching cadence.

30-day challenge

Four weekly labs, daily minimums, live teardowns and a public team scoreboard.

Guaranteed ROI

Book the annual sales meeting and see measurable results in one quarter.

WHAT THE ROOM SAYS

Testimonials.

"If your objective is to establish growth and build an exponential mindset and culture, Aaron is one of one."

Ricardo Rosselló

Former Governor of Puerto Rico

"Amazing thought leader and communicator. He will 100x many companies."

Daymond John

Shark, Shark Tank · Founder, FUBU

"Aaron has a rare combination of vision and execution. He doesn't just talk about transformation — he architects it."

Chris Lindley

CPO, Vail Health

"A powerful mental model for leading and innovating through extreme uncertainty."

Ash Maurya

Author, Running Lean · Creator, Lean Canvas

"A user's manual for disruption — well organized, with numerous insights backed by great stories."

Trip Hawkins

Founder, EA Sports

"He didn't just deliver a talk — he installed a new mindset in 4,000 leaders in 45 minutes."

VP, Global Events

Daimler

Let's talk about your event.

Book Aaron: aaronbare.com · aaronbare@aaronbare.com · 602.334.5287 · [linkedin.com/in/aaronbare](https://www.linkedin.com/in/aaronbare) · [instagram.com/aaronbare](https://www.instagram.com/aaronbare)

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