

RS ROBERT SCHAEFER

UNLEASHING THE LEADERSHIP, TALENT, AND POTENTIAL OF PEOPLE AND ORGANIZATIONS



Former Green Beret, serial entrepreneur, and bestselling author inspires, educates, and entertains audiences on leadership lessons from the Green Berets, elite team building, mastering fear, maintaining your competitive edge; the incredible secret power of alignment; advanced negotiation skills; endogenous management techniques; MAPPED goals; advanced decision making; the unsung hero: the 2IC; how to say no; advanced time management techniques, and more.

Audiences leave Rob's keynote programs with a renewed sense of purpose, new leadership and management skills, and confidence in their abilities to achieve greater things in both their professional and personal lives. Rob delivers each keynote with authenticity, high energy, humor, and plenty of stories that emphasize the important focus of your seminar – and which they will remember and take back with them to their own teams.

Rob is a retired U.S. Army Special Forces Officer (the Green Berets), diplomat, keynote speaker, and leadership training specialist with over 30 years experience advising Presidents, senior government officials, and business leaders – including those among Fortune's Top 5 Most Important Privately Owned Companies. He served as the on-air security analyst for NBC's official coverage of the 2014 Winter Olympics and is a critically-acclaimed, award-winning, best-selling author.

He served almost 30 years as a Special Forces Officer and during his service he was awarded the SOCOM and Veterans of OSS Singlaub Award (operator of the year for all of SOCOM and the CIA) in 2001 for his historic achievements with Russian Airborne forces. He was one of the primary planners of the first unclassified mission in the War on Terror after 9-11 and his program of instruction for counterterrorism and counterinsurgency was adopted as the standard for all future deployments by all US Army Special Forces. He later served in multiple diplomatic postings in Russia, Ukraine and most recently as the Military Attache to Estonia where he helped create the Estonian Special Forces and their Cyber Security Command.

Rob is a founding partner of American Freedom Distillery, maker of Horse Soldier Bourbon, one of America's fastest

growing brands and the Managing Director and Founder of Phalanx Strategic Solutions, a consultancy specializing in leadership development and company cultures for private equity and hedge funds. He is also the founder of several other successful business ventures – his first at age 17.



He earned his Master's Degree from Harvard University and is an inaugural member of the University of Louisville's ROTC Hall of Fame (undergrad).

Rob's unique experiences coupled with his warmth and genuine desire to help others

become successful has made him an in-demand speaker for large organizations and a frequent commentator on almost every major news network and print source including the New York Times; CNN; NBC; Reuters; the AP; and many more.

HERDING LIONS

Leadership Lessons from the Green Berets

Building and leading high-performing elite teams is what differentiates truly great companies from the rest. Rob passes on some of the most important concepts from his upcoming book "Herding Lions" and offers tools, techniques, and resources to create and motivate teams that can achieve the impossible.

Audience Members Will Learn

- Green Beret Leadership 'secrets' that are also being used by some of America's greatest companies
- Negotiating and communication practices that allow small teams of Green Berets to change the course of history and achieve major foreign policy goals
- Confronting and harnessing the fear that prevents most people from becoming great leaders and managers



OTHER POPULAR KEYNOTES

- » The Gift of Phobos - changing your primary motivation from fear to opportunity
- » The First Redwood Principle - how to be successful if you're not the boss
- » Advanced Time Management Techniques for leaders and teams

PARTIAL LIST OF SPEAKING CLIENTS:



BOOK ROB

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KEYNOTE LIST



MASTERS OF PLANNING

Strategic Planning Practices for No Fail Missions

"In chaos there is profit" was the motto of one of Rob's teams and is an important principle for all Special Forces operations. Entrepreneurs, failing business, and successful organizations looking to expand all need to ensure they make the best decisions in time to be effective.

Audience Members Will Learn

- » A special version of the Special Forces mission planning process modified specifically for business
- » The MAPPED mission / goal process for ensuring all your teams create and achieve key objectives
- » Advanced Decision-Making techniques used by the Green Berets

THE GIFTS OF ARES

Leadership Lessons from the God of War

While specifically developed for veteran business owners, entrepreneurs and managers will also learn how to take important military-wide values, concepts, practices, and tools and apply them to their own situations to get more business; negotiate better deals; build great teams; and ensure their teams and businesses stay strong and resilient.

Audience Members Will Learn:

- » Why "Be, Know, Do" is the most important and least understood leadership model for growing your business and being more successful in all aspects of life.
- » How to modify C3 to C5 to build strong company cultures - an underestimated competitive advantage.
- » How to apply an updated concept of Preventative Maintenance Checks and Services (PMCS) to make your team strong and resilient for years to come.