



# HELPING MISSION- DRIVEN MESSENGERS BUILD AND MONETIZE THEIR PERSONAL BRANDS



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## ABOUT RORY VADEN:

Rory Vaden has dedicated his entire life to studying leadership and influence. His education and experience took him all the way from being raised by a single mother in a trailer park to becoming a New York Times bestselling author of the book *Take the Stairs*, a world-renowned Hall of Fame keynote speaker, and an Eight-Figure entrepreneur.

He has developed dozens of insights, frameworks, and methodologies that led to a viral Ted talk and have been used by some of the most successful organizations in the world to mobilize their sales forces, develop their leaders and move their people into action.

## 4 KEY TAKEAWAYS:

1. Rory talks about his background in leadership and the different stages of his career.
2. He shares his definition of a personal brand.
3. He gives advice to aspiring speakers.
4. Rory discusses what he believes are the keys to building a successful personal business or brand.

**“What problem can you solve in one word?”**  
– Rory Vaden

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