

Paul Kix

Entrepreneur, Best-Selling Author, and American Journalist

- Pulling from his best-selling book, *You Have to be Prepared to Die Before You Can Begin to Live*, Paul weaves the stories and insights from civil rights activists in 1963 and shows how corporations in the present moment must also move beyond what's comfortable, move beyond who we are right now, to lead the lives of our destiny. Paul's speech is also interactive, showing leaders and their teams how they can better understand the narrative of who they are right now, so that they can not only relay who they want to be, but embody that new and better person, day in and day out.
- Relying on insights gained from his two decades as a writer, Paul shows corporate leaders how we are all shaped by the stories we tell ourselves. These stories mold who leaders are, how they lead their teams, and how their companies are perceived by the public. Improve the story you tell yourself, and you improve nothing less than your company's profits. Paul relies on numerous examples, his own life as a former executive at ESPN and now as an entrepreneur, and the call-and-response nature of the speech itself to drive home this point.