

Justin Patton

Trust Architect | Award-Winning Author | Strategic Advisor on Leadership Presence & Building Cultures People Want to Stay In

One Move Away: The Everyday Moves that Determine Whether People Have Each Other's Back. At some point, everyone ends up in the trees. Not because they're weak. Not because they don't care. But because life is hard, work is hard, and sometimes people get stuck. The question isn't whether it happens. The question is what the people around them do next. Do they ski past? Go quiet? Protect their calendar instead of their colleague? Or do they stop? In this keynote, Justin Patton makes one thing clear: trust is not built in the big moments. It's built in the small ones. The moment someone speaks up instead of staying silent. The moment a leader chooses honesty over comfort. The moment a teammate decides to stay until the person next to them is back on their feet. That is what trust looks like in real teams under real pressure. Through an unforgettable opening, laugh-out-loud stories, and five practical trust moves, Justin gives every person in the room a new definition of leadership. Not about titles or authority. About showing up. About being the one who notices. The one who stays. Because every team, every relationship, every culture is just one move away from the kind of trust where people have each other's back. What move will you make?

It Starts With You: Leadership Credibility is Won or Lost in the Glimpses. This Keynote Teaches You to Own Yours. Every leader leaves an impression. Even when they're not trying to. Trust, credibility, and influence aren't built in big moments. They're won or lost in the glimpses. The split-second reads people make about who you are, how you lead, and whether you're worth following. Most leaders have no idea what their glimpses are saying. In this keynote, Justin Patton challenges leaders to do the hardest work in leadership: look honestly at themselves. Drawing on his study of body language with a retired FBI agent and years of executive coaching, Justin exposes the hidden habits and unconscious signals that are either building your leadership credibility or quietly costing you. This isn't about titles or org charts. This is about self-leadership. Knowing who you are at your best. Recognizing when your ego turns your greatest strength into your biggest liability. Taking full ownership of the presence you bring to every room, every relationship, and every conversation. Because the leader people choose to trust isn't the one with the most authority. It's the one who had the courage to look in the mirror first. It starts with you.

Managers Who Build Trust: What the Best Managers Do Differently to Bring Out the Best in Others. Nobody tells you the truth when they hand you the manager title. They tell you about the influence, the opportunity, the next step in your career. They leave out the difficult conversations you weren't prepared for. The team member who stopped caring. The expectations you forgot to set. The moment you realized nobody trained you for any of this. Most managers aren't failing because they don't care. They're struggling because they were never given a playbook. This is that playbook. In

this keynote, Justin Patton gives managers four practical plays for building the kind of trust that makes everything else easier. Better conversations. Cleaner accountability. Teams that actually show up for each other and for the work. Because great management isn't a personality trait. It's a practiced skill. And the managers who master it don't just get better results. They change people's lives. That's the kind of manager this program builds.

Clarity Under Fire: Communicating with Conviction and Leading with Composure When It Matters Most. Every executive has had that moment. The question you didn't see coming. The room that turned. The announcement that landed wrong. The conversation that went sideways before you could find your footing. In those moments, it doesn't matter how prepared you were or how long you've been in the room. What matters is what you do in the next ten seconds. Because that's when your credibility is either protected or lost. Clarity Under Fire is built for exactly that moment. In this high-impact executive session, Justin Patton gives leaders a practical framework for staying clear, composed, and credible when the pressure is highest. Using the Trust Triangle — transparency, tact, and togetherness — executives learn how to regulate their response, choose their words with precision, and lead with the kind of presence that holds a room even when everything is uncertain. Because the leaders people trust most aren't the ones who have all the answers. They're the ones who stay clear when everyone else goes dark.