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Expert Speaker, Best Selling Author Executive Coach on Sales, Culture & Leadership

BUILD TO WIN Expect More, Execute Better: The Mindset and Practices That Deliver Exceptional Results It's not the market that determines whether your organization succeeds. It's the mindset and practices of your leaders and teams. The organizations that outperform the competition aren't more talented. They're more disciplined, more practiced, and more aligned. They refuse to set "realistic" goals that shortchange their people and their potential. They don't just see winning as an outcome—they see it as a mindset, one that shifts what they expect and what excuses they're willing to accept. In this culture-changing keynote, Nathan shows leaders how to foster a mindset where winning becomes expected and coaches their employees to higher levels of commitment, discipline, and performance. Leaders leave prepared to choose logical over realistic goals and equipped to build teams that believe in what they do, commit to the process, and practice the behaviors that drive exceptional results.

FROM AVOIDANCE TO ACCOUNTABILITY How Leaders Create Ownership, Raise Expectations, and Strengthen Performance Today's workforce desperately needs leaders who know how to set expectations and hold their team accountable. That's where Nathan comes in. Accountability is crucial to an organization's success, yet many leaders struggle to maintain a high standard. They hesitate to challenge underperformance, tolerate excuses, and leave their teams floundering—unsure what's expected and how to perform at their best. In this keynote, Nathan shows leaders why accountability creates ownership, making it one of the most important things they can do for their people. Leaders learn how to hold others accountable without damaging relationships, create clear expectations, reinforce standards, and build a framework for elevating performance without fear or confusion.

PRACTICE MAKES PROFIT Prepare for the Small Moments That Drive Big Growth Every client interaction matters. So how do you make sure each sales conversation connects with your client? Practice. Selling isn't an innate ability—it's a skill that needs to be developed. Yet many sales professionals and teams spend most of their time on process and product knowledge, with little time spent practicing the skills that actually drive performance. In this high-impact, interactive keynote, Nathan challenges audiences to treat sales like the performance activity it is, even when it feels awkward. Through practical tools and real-time scrimmaging, teams learn how to elevate their skills, build confidence, and prepare for the small moments that determine the big outcomes.

CLARITY CREATES TRUST Why Your Team Deserves Clear Expectations and Hard Conversations Trust is a competitive advantage. But leaders can't demand trust or assume it will happen—they have to earn it. And that starts with clarity. As expectations rise and information moves faster, leaders need their employees to trust them more than ever. Yet too often, leaders

avoid difficult conversations, soften expectations, or allow unclear communication to create fear and confusion. In this keynote, Nathan challenges leaders to stop confusing trust with silence and start creating clarity through proactive communication, courageous conversations, and clear expectations. Leaders learn practical tools for addressing difficult conversations, removing fear from engagement, and building a culture where trust strengthens performance.

SELLING BEGINS WITH YOU Start Building the Mindset of a Top Performer What separates average sales professionals from top performers? It's not talent, experience, or even hustle. It's mindset. Sales professionals and teams who outsell the competition don't do it by setting realistic goals. They do it by having the confidence and conviction to set logical goals—goals that feel impossible but logically are not. Nathan challenges the excuses and complacency that keep sales teams from developing a mindset that sells. Leaders and sales professionals leave with a stronger belief in their product, themselves, and their profession—and the confidence, skills, and framework to set and achieve higher sales goals than ever before.