

# DAVID PETTRONE SWALVE

Founder, Authentara™ | Author of *Pirate Jokes Aren't Funny: A Powerful Blueprint for Authentic Leadership In a World Built for Sameness*

David Pettrone Swalve turns authenticity into measurable business performance. Drawing on 15+ years as a senior executive and leadership training from the U.S. Military Academy, he created the Authentara Blueprint™ to help organizations replace performative culture with trust that drives results. His sessions deliver neuroscience-backed strategies and tools leaders can implement immediately.



## THE HIDDEN COST OF FAKE LEADERSHIP



Quantify the five measurable costs of performative leadership and build CFO-ready business cases for authentic culture.

## FROM MASKS TO METRICS



Build high-trust leadership teams using the Authentara Blueprint™ that drives results without bureaucracy.

## MONDAY MORNING LEADERSHIP TEST



Five micro-practices leaders can implement immediately to rebuild engagement and sustain authentic habits..

## LEADING HYBRID TEAMS WITHOUT LOSING YOUR CULTURE



Adapt authentic leadership for distributed teams where trust can't hide behind proximity.

## ✓ WHAT AUDIENCES GAIN

- Frameworks to measure the ROI of authentic leadership
- Tools to identify performative behaviors costing trust
- Neuroscience-backed strategies that work Monday morning
- Actionable plans for hybrid and distributed teams

Speaking topics

📞 831-325-1618

🌐 [authentara.com](https://authentara.com)

📍 Minneapolis, MN | Available Globally

✉ [david@authentara.com](mailto:david@authentara.com)

