



Judson
Kauffman

Professional Keynote Speaker

An Introduction



Meet Jud



WE ALL STRUGGLE. WE ALL HAVE LIMITATIONS. WE ALSO HAVE THE CAPACITY TO ACHIEVE GREATNESS, FULFILLMENT, AND GRATIFICATION IN THIS LIFE.

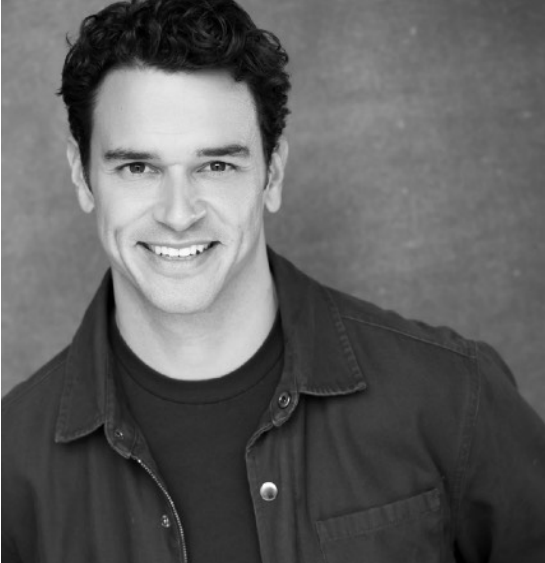
My goal is to help people find these gifts for themselves, expand beyond their limitations, and elevate their consciousness. We exist to serve each other, and this is my way! My journey has been more extreme than most. After spending a decade as a Navy SEAL, I transitioned into business. Despite earning an MBA from a top school, co-founding three successful businesses, and starting a beautiful family, I felt empty, unworthy, and unable to enjoy life's abundance. In 2017, I hit rock bottom.

In recognizing my situation, I devoted myself to understanding the human condition. In that process, I built a great deal of fundamental knowledge in self-improvement, neuroscience, human biology, human performance, psychology, and spirituality. Armed with that knowledge and thanks to the help of countless loved ones, I discovered a fuller dimension and depth to life.

I am here to share my experience to teach others how to better themselves and reach a greater level of being. This transcendence is not a destination but a continual growth experience, like climbing a mountain with no summit. In that way, I see myself as a sherpa, helping others climb along with me.



Jud's Bio



Judson Kauffman served in the US Navy as an Intelligence Analyst, a Search and Rescue Swimmer for a Marine Corps amphibious unit, and a Navy SEAL sniper, navigator, and team leader. On active duty, Judson executed over 200 missions, received multiple combat awards for valor, and earned three meritorious promotions.

After his honorable discharge from the military, he enrolled at Belmont University, earning his undergraduate degree in business in five semesters with a regular spot on the dean's list.

After finishing his degree, he married his wife, Renée, before working for a Nashville-based consumer product start-up. After getting a taste for entrepreneurship, Judson launched a consulting firm, Exbellum, in 2012. Exbellum provided hands-on advisory and coaching services to help companies solve human capital challenges. Clients included Johnson & Johnson, Seagate, Pinterest, Scott's, and others. He and his cofounder later sold this company in 2017.

That same year, Judson earned his MBA from the McCombs School at the University of Texas. During this program, he co-founded Desert Door Distillery, where he currently serves on the board of directors. Desert Door has become one of the most successful spirits brands in Texas and holds a special place in his heart. Desert Door has been named the #1 craft distillery in the nation twice, and their spirits have won multiple awards.

After getting the distillery off the ground with his co-founders, Jud started his third company, Terradepth, an ocean exploration and data-as-a-service company. Judson guided the company through two financing rounds and built an impressive team. His work with Terradepth earned Judson the Future Legend award from the Texas Business Hall of Fame, and he remains a key shareholder.

In 2022, Judson shifted his focus to serving others in ways that light him up. He is now a personal coach and speaker dedicated to leading people to a fuller state of being.

Judson spends his time with his family, out in nature, hunting, fishing, writing, playing music, reading, and enjoying life's many wonders. He volunteers for and supports several non-profits, including The Honor Foundation, Wild Spirits Wild Places, St. Louise House, Texas Can Academy, Dam That Cancer, Folds of Honor, and The Whitliff Foundation.

Speeches

A great speech inspires us to action, but inspiration alone is insufficient if we want to accomplish something great.

Judson's unique life experience has given him the tools and skills to provide audiences with relevant, practical, and proven guidance that is sincere, genuine, and highly emotionally compelling.

The Future Of Leadership

Maximizing Impact in Modern Culture



OVERVIEW

You want your team to have an edge, so you look to better systems and processes - smarter ways to operate, more efficient systems, etc.

But in most teams, the most fundamental asset, humans, is woefully underpowered. By connecting an authentic personal purpose to a meaningful organizational purpose, people can feel truly fulfilled. When this happens across the team, magic ensues.

THIS KEYNOTE SERVES THOSE WHO ARE:

- Looking for a deeper connection to their mission and to each other
- Seeking an experience that goes beyond a traditional keynote
- Experiencing a dramatic moment in the organization's life

THE AUDIENCE WILL LEAVE WITH:

- An understanding of the characteristics of the most incredible humans/teams
- A desire to be more compassionate, creative, and confident
- A stronger bond with each other
- Increased empathy

Beyond Resilience

Some teams survive.
Some teams *flourish*.



OVERVIEW

A robust team can absorb disruption and continue operating within acceptable parameters. Resilient teams possess the ability to reestablish stability after disruptions. Antifragile teams **benefit** from disruption and stressors by actually gaining strength. Flourishing teams are all of these things but also **virtuous**.

THIS KEYNOTE SERVES THOSE WHO ARE:

- Preparing for, or recovering from, a disruptive event
- Operating in uncertain, volatile, or ambiguous conditions
- Struggling to keep up with the pace of change

THE AUDIENCE WILL LEAVE WITH:

- An understanding of resilience, antifragility, and flourishing
- Lessons learned from personal stories of failure and success
- A formula for resilience, and how to improve upon that formula to go beyond resilience

The Spiritual Edge

Transcend what it means to be a company.



OVERVIEW

Teams like Patagonia, Salesforce, the Navy SEALs, and Apple are more than just organizations. They have **spirit**, and their elevated levels of mindfulness, connectedness, and mental health propel them further. In this keynote, we look at the conditions required to replicate this in any team.

THIS KEYNOTE SERVES THOSE WHO ARE:

- Preparing for hyper-growth
- Not afraid to get uncomfortable, vulnerable, and human
- Seeking more from work than pay, status, and recognition
- Culturally courageous

THE AUDIENCE WILL LEAVE WITH:

- An understanding of how culture emerges from structure
- Knowledge of what spirituality in a company looks like and how to create it
- The three most important attributes of teams that use the spiritual edge to enhance performance

Testimonials

SELECTED HIGHLIGHTS:

“Judson is a compelling speaker who is easy and fun to work with! He took the time to customize his talk for our specific team and industry needs, which made for a very relevant and engaging speech.”

- Jennifer Sinski, EVP, Giant Noise

“Fantastic and really really engaging! We were so honored to have him.”

- Kristen Spindler, Director, IncubatorATX

“I was looking for an accomplished speaker to come and share a unique perspective, and Jud did not disappoint. Jud was extremely engaging and impactful

- Craig Parry, University of Texas



“When Jud speaks, people remember.”

- Matt Lewis, COO, Hover



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judsonkauffman.com



More Than A Keynote

VALUE STACK

The keynote speech is just the beginning. In fact, it isn't even the beginning. We conduct thorough primary and secondary research to create an organizational health assessment document. In the weeks and months following the event, we provide thoughtful aftercare to help sustain the momentum and foster the changes sought by the leadership team.

CLIENT ENGAGEMENT

Jud will engage with multiple stakeholders prior to the event and will provide three follow-up virtual engagements.

QUANT/QUAL RESEARCH

Extensive research on the industry, market, and specific organization will be completed and shared.

CONTINUING EDUCATION

Post-event unique asset (PDF+ video) resource; 1-hour video Q&A for audience;

OUTCOME OBJECTIVES

Leadership intent will be crystalized and effectively woven into all programming for a customized offering.

CURRICULUM DESIGN

For workshops and breakouts, the curriculum will be tailor-made for the client. Additional resources can be created.



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RATE CARD

In-Person Keynote

Lower 48 + D.C. and non-remote Canada:	\$12,000
Hawaii, Caribbean, Central America:	\$14,000
Europe, South America	\$17,000

Virtual Sessions

Keynote (up to 2 hours)	\$8,000
Post-event Q&A	Included
Virtual Workshop	\$7,000

Expanded Sessions (same day)

Keynote + Breakout	\$16,000
Half Day Workshop	\$9,000
Full Day Workshop	\$16,000

Travel: U.S. Lower 48 + D.C.

Fee:	\$2,000
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Additionally, the client reimburses event-city ground transportation and hotel accommodations

Travel: All Other Locations

Unrestricted first-class airfare on an airline and itinerary of the speaker's choosing, event-city transportation, and hotel accommodations.



Speaker | Coach | Advisor

An Introduction

