

*IDENTITY
INFLATION &
BREAKTHROUGH
ACTIVATION*

**BILL
BURKE**



KEYNOTE SPEAKER | PERFORMANCE COACH | AUTHOR | PODCAST HOST

EXPANDING WHAT'S POSSIBLE FOR YOUR MIND, YOUR LEADERSHIP & YOUR TEAMS.

During his career playing for 7X National Champion Head Coach Nick Saban as a quarterback at Michigan State University, Bill performed, competed and lead high performing teams to victory in front of 75,000-100,000 people in some of the biggest stadiums in the world. Combined with his 20 years of diverse corporate experience, he has experienced what it takes to thrive in pressure packed situations and embrace discomfort when peak performance is required for success.

Today, Bill helps organizations close the gap between who they are and who they're capable of becoming. Through high-impact keynotes and workshops, he helps eliminate hidden friction that slows execution, and creates alignment from the C-suite to the front line. The result? Stronger decision-making, clearer standards, measurable gains in engagement and productivity.



BILL BURKE

CLIENTS

STADIUMS. STAGES. STANDARDS.



KEYNOTES



IDENTITY

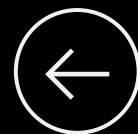
INFLATION:

THE HIDDEN DRIVER OF ELITE PERFORMANCE



**LEAD FROM
THE POCKET:**

ELEVATING THE LEADER WITHIN



**STICK YOUR
HAND IN THE FIRE:**

UP YOUR GAME & DOMINATE DISCOMFORT



***IN-PERSON / VIRTUAL / HYBRID**

***45-60 MINUTES**

***INCLUSIONS WHEN YOU BOOK BILL FOR YOUR EVENT**

**Pre-event 60 second custom marketing video to build buzz for the attendees*

**Pre-event guided discovery call for keynote development collaboration*

**A customized keynote that nails your theme*

**On stage survey results delivered*

**FREE "Friday Fortitude" Newsletter Access for attendees*

WORKSHOPS

COLLABORATION THAT FUELS WHEN MOTIVATION FADES

MINDSET



MENTAL DYNAMITE

WHO IT'S FOR:

High Potential Talent
Sales Representatives
Growth Minded Professionals

KEY CONCEPTS:

Vision
Standards
Resilience

LEADERSHIP



ELITE INFLUENCE

WHO IT'S FOR:

Senior & Mid-Level Leaders
High Impact Decision Makers
Department Heads

KEY CONCEPTS:

Culture Clarity
Reduced Friction
Aligned Communication

TEAMS



CHAMPION'S CODE

WHO IT'S FOR:

Mid Size Organizations
Competitive Business Units
Cross-Functional Teams

KEY CONCEPTS:

Ownership
Cohesion
Trust

1 HOUR | HALF DAY | FULL DAY
IN PERSON | VIRTUAL | HYBRID

THE BRKTHRU ACTIVATION EXPERIENCE

A proven framework designed to move you from frustration to full potential, pressure to poise, & blindspots to breakthroughs.



*Bill customizes his content to align with your event's theme and objectives, ensuring a tailored experience for your audience.



REVEAL

Reveal what matters most to you, why it matters and what may be holding you back from attaining it. Clarity, ownership and vision take center stage here.



REWIRE

Rewire your internal operation system to easily thrive in any situation. Elite decision making, standards of excellence, and victory language direct your intention.



RESPOND

Respond to the victories and the defeats with consistent application of the process. The next play mentality, the discipline dividend & sense of urgency are the difference.



BRYCE HENSON
CEO, Fit Body Boot Camp

“WHETHER YOU’RE A CEO, COACH, OR JUST SOMEONE CHASING GREATNESS, BILL HAS SOMETHING FOR YOU. HE MAKES HIGH PERFORMANCE FEEL BOTH ASPIRATIONAL & ACHIEVABLE.”



DENNIS CARIGNAN
President, Granger
Construction

“BILL IS A CAPTIVATING SPEAKER. IN A WORLD FULL OF NOISE, HIS WISDOM INSTILLS CONFIDENCE IN THOSE AROUND HIM.”



CHRIS HOLMAN
CEO, Michigan Business Network

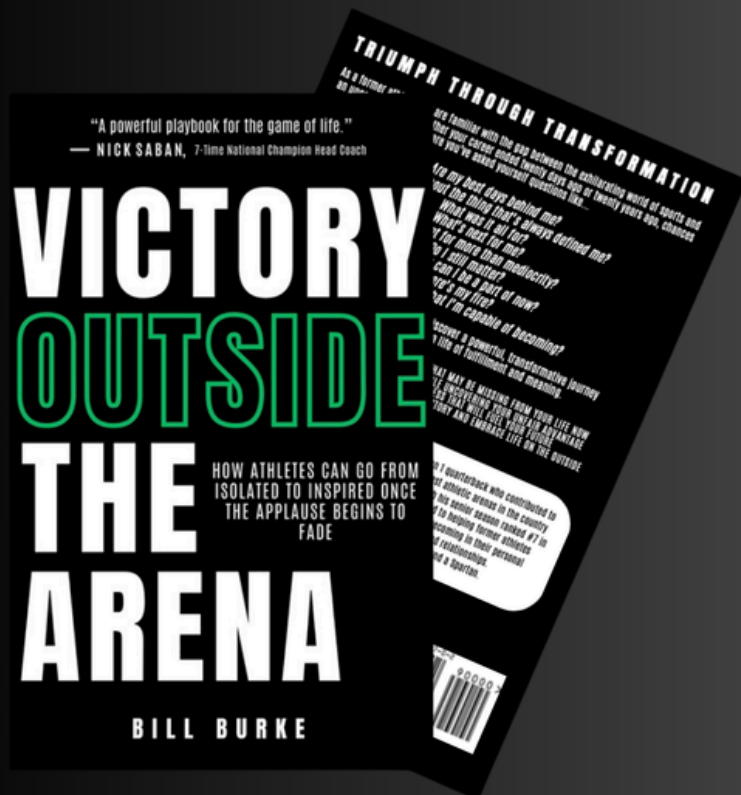
“BILL BRINGS A UNIQUE BLEND OF SPORTS GRIT, BUSINESS ACUMEN, AND PERSONAL INTEGRITY TO EVERY STAGE HE STEPS ON. HIS STORY RESONATES AND HIS STRATEGIES GET RESULTS.”

A GAME-CHANGER FOR ANYONE FACING LIFE'S GREATEST TRANSITIONS, "VICTORY OUTSIDE THE ARENA" DELIVERS A BLUEPRINT FOR REINVENTION, RESILIENCE, AND RELENTLESS GROWTH.

Drawing from the raw, unfiltered reality of former athletes facing life beyond the game, Bill delivers a transformational message that transcends sports and speaks to anyone standing at the edge of change.

Bill challenges readers to reimagine their identity, reclaim their inner competitor, and repurpose their past victories as fuel for what's next.

It serves as a battle plan for high performers ready to dominate their second act with purpose, clarity, and fire. Who could *you* become?



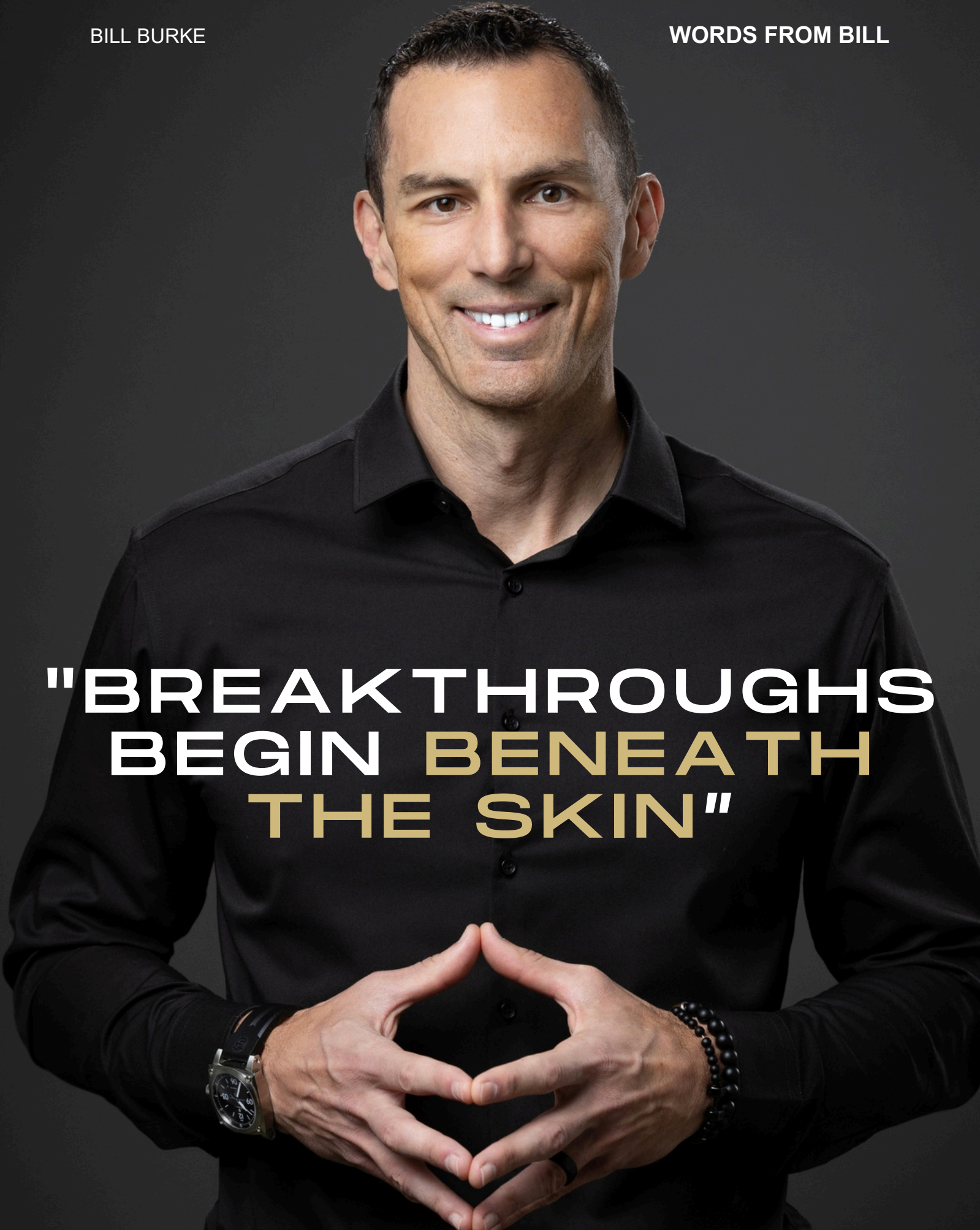
"BILL'S BOOK IS A POWERFUL PLAYBOOK FOR THE GAME OF LIFE"

--NICK SABAN, 7X NATIONAL CHAMPION HEAD COACH AND 2025 COLLEGE FOOTBALL HALL OF FAME INDUCTEE, ESPN COLLEGE GAMEDAY ANALYST

BILL BURKE

WORDS FROM BILL

"BREAKTHROUGHS
BEGIN BENEATH
THE SKIN"



MEDIA/EDUCATIONAL PROPERTIES



A POWERFUL ONLINE
COMMUNITY THAT MOVES
YOU FORWARD



WHERE MENTAL
TOUGHNESS MEETS REAL
WORLD SUCCESS



THE **RELENTLESS**
SUMMIT
PRESENTED BY BILL BURKE

A FREE VIRTUAL
EXPERIENCE WITH
WORLD-CLASS SPEAKERS



RECOGNIZED BY EXECUTIVES & ATHLETES ALIKE, BILL ALIGNS YOUR AMBITION WITH ACHIEVEMENT.



VISIT BILL'S WEBSITE

www.bill-burke.net

GET IN TOUCH WITH BILL

bb@bill-burke.net

CONNECT WITH BILL ON SOCIAL

