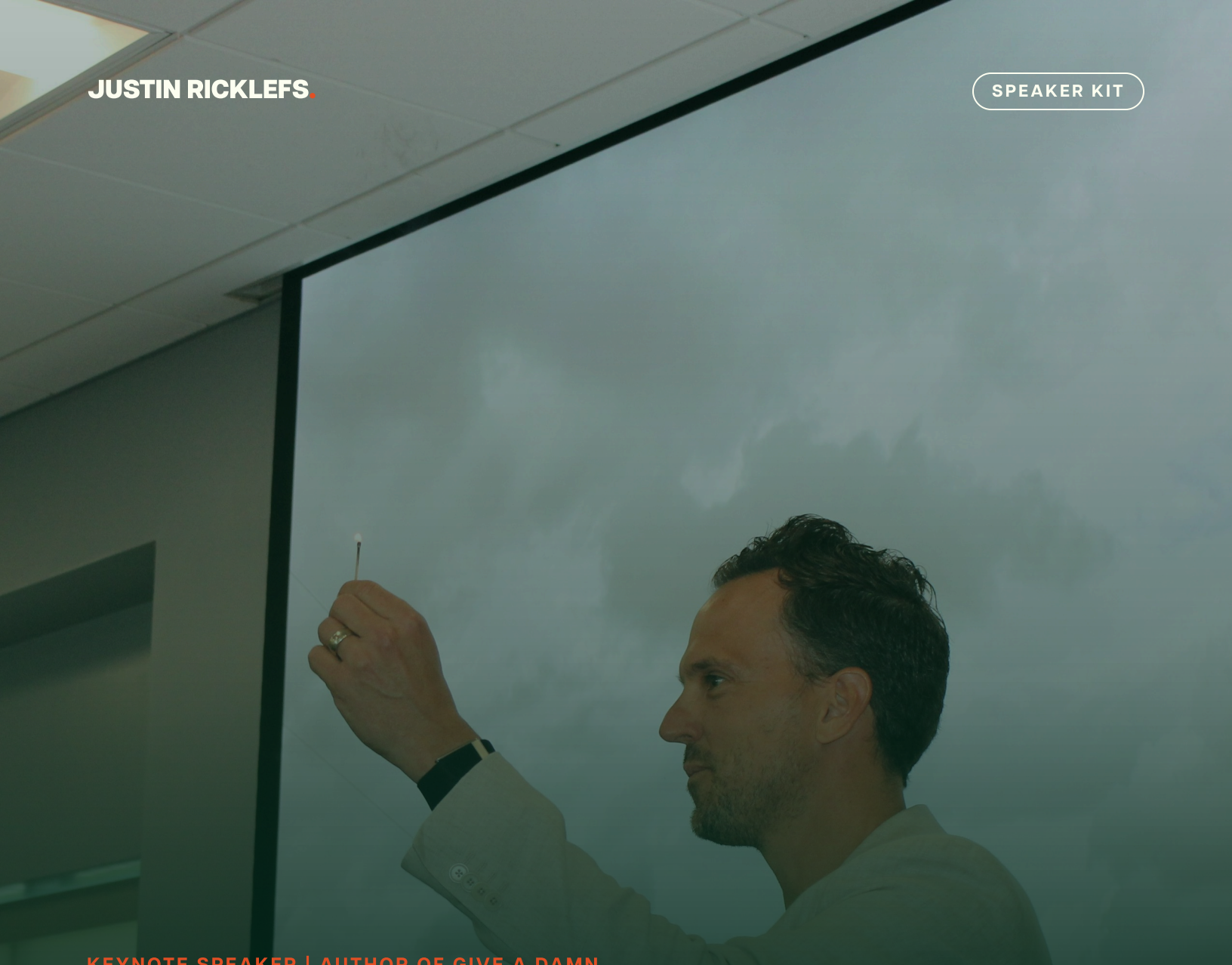


KEYNOTE SPEAKER | AUTHOR OF GIVE A DAMN

# CARE IS NOT A SOFT SKILL.

## It's a competitive advantage.

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**Keynotes**
45 to 90 minutes, story-first

**Workshops**
2, 3, or 4 hour blocks

**Give a Damn Day**
Every level, one 6 hour day



ABOUT JUSTIN

# HI, I'M JUSTIN.

I'm from Kansas City, married to Brooke, and a dad of five. My work life started as a cook in a fraternity kitchen. I spent eight years in the Kansas City Chiefs front office, where I learned that growth follows when relationships come first. In 2017 I started Guild Collective, the brand consultancy I still lead. Then I wrote *Give a Damn*, because the best teams I've been part of shared one thing: leaders who cared, and showed it.

On stage, I'm usually the cautionary tale. I don't have it all figured out. I'm still in the middle of it, right alongside the people in the room.

### SHORT BIO (50 WORDS)

Justin Ricklefs is the founder and CEO of Guild Collective and the author of *Give a Damn: The Catalyst for Caring Companies*. After eight years in the Kansas City Chiefs front office, he started Guild in 2017. He speaks to leaders about why care is a competitive advantage.

**8 YEARS**
Kansas City Chiefs front office

**FOUNDER**
and CEO, Guild Collective

**AUTHOR**
*Give a Damn* (2026)

**KANSAS CITY**
based, travels anywhere

### LONGER BIO

Justin Ricklefs is the Founder and CEO of Guild Collective and the author of *Give a Damn: The Catalyst for Caring Companies*. A Kansas City native, he spent eight years in the Kansas City Chiefs front office as Director of Partnership Development, where he learned that growth follows when relationships come first. In 2017 he founded Guild Collective, a strategy studio that helps brands clarify who they are and strengthen their connection to their teams and clients. His book introduces the Fire Starter Framework, Effort and Attitude igniting Curiosity, Compassion, Clarity, and Consistency, and makes the case that care is a competitive advantage. Since the book launched in February 2026, Justin has taken that message to associations, companies, schools, churches, and nonprofits, from KC IABC and the IIA Miami Chapter to a full Give a Damn Day at Beacon Mental Health. His talks are story-first, practical, and warm. He lives in the Kansas City area with his wife, Brooke, and their five kids.

KEYNOTES

# THREE TALKS. ONE SPARK.

Story-first and practical. No sales pitch. 45, 60, or 90 minutes, in person or virtual.



SIGNATURE KEYNOTE

## GIVE A DAMN

**How Care Becomes Your Competitive Advantage**

A boss tells a room full of salespeople they are an embarrassment to the owners. Years later, a different boss asks Justin how his marriage is really doing. This talk lives in the distance between those two rooms.

EFFORT · ATTITUDE · CURIOSITY · COMPASSION · CLARITY · CONSISTENCY

Ideal for owners and founders, HR and people leaders, managers, associations, conferences, and all-hands.



NEW FOR 2026

## SIGNAL IN THE AI NOISE

**Care, Clarity, and Human Connection**

AI is noisy, and volume is not signal. When anyone can generate anything, it gets easy for no one to own it. This talk shows why care, clarity, and connection are the things AI can imitate but can't do, then the room checks its own signal live.

CARE · CLARITY · CONNECTION

First delivered at IIA Miami Chapter's AI Under Control conference, October 30, 2026. Ideal for audit, finance, risk, IT, and any AI track.



HUMAN-FIRST BRAND BUILDING

## BRAND HEARTBEAT

**Your brand is the story people tell when you're not in the room.**

A brand is the felt, lived, shared experience of a human encounter. This story-led talk shows how a brand heartbeat is built, and how to make the story sayable in the moments that matter, not just on the website.

CLARITY · CONNECTION · CREATIVITY · COMMITMENT

Ideal for owners and founders, marketing and communications, enrollment and admissions, nonprofit and association leaders.

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**Also available:** club and breakfast talks with Q&A, student keynotes, and co-keynotes with Cory Scheer of TrustCentric. Every talk can close with a free tool on phones: the Spark Leadership Profile or the Human Signal Checklist.

WORKSHOPS

# BRING THE SPARK TO YOUR TEAM.

An experiential, story-based, context-rich workshop.
Language, tools, and practice for every level of a team.




SIGNATURE FORMAT

## GIVE A DAMN DAY: ONE 6 HOUR DAY, EVERY LEVEL.

Three rooms in one day, each built for the people in it. Every leader takes the Spark Leadership Profile, every participant gets a workbook, and your team gets a written readout afterward.

### EXECUTIVE SESSION

How leaders are wired, where culture is drifting, and the clarity the team is waiting for.

### MANAGERS SESSION

Hard conversations, one-on-ones, and leading people well.

### ALL-STAFF KEYNOTE

The full Give a Damn keynote for everyone, together.

### READOUT

Team composition, a growth edge for each leader, takeaways, and next steps.

WHAT IT LOOKED LIKE AT BEACON MENTAL HEALTH, OCTOBER 28, 2026

**3**
SESSIONS

**31**
LEADERS ASSESSED

**23**
FEEDBACK RESPONSES

Executive session, managers session, and all-staff keynote in one day, then a written team readout.

### GIVE A DAMN WORKSHOP

2, 3, OR 4 HOUR BLOCKS | ONE GROUP

Deeper work on the Fire Starter Framework for a leadership team, managers cohort, or staff retreat. Practice on real conversations, with a workbook and Spark Profile for everyone.

### BRAND HEARTBEAT WORKSHOP

2, 3, OR 4 HOUR BLOCKS

For marketing, enrollment, and leadership teams. Best and worst brand experiences, audience work, and story practice at the table until it sounds like you.

**Recent rooms:** Give a Damn Day at Beacon Mental Health (Oct 28, 2026), a 3 hour Give a Damn workshop for Hope Church KC leaders (Nov 4, 2026), and a full-day story workshop at Cottey College (Aug 26, 2026). **Add-ons:** signed books for every attendee.

CLIENTS

# ON STAGES LIKE THESE

BEACON MENTAL HEALTH

The Institute of Internal Auditors — MIAMI CHAPTER

International Association of Business Communicators — KANSAS CITY

NKC North Kansas City Business Council

NORTHLAND CAPS

COTTEY COLLEGE

McCrite Plaza

**Also:** Kansas Missouri Superintendent's Leadership Forum, Heartland CPM / KU Public Management Center, The Plaza Club, The Directorate, Hope Church KC

## WHAT HOSTS SAY

> **The absolute most present person in the room.**
> Adrian A. Romero, President, IIA Miami Chapter

> **An outstanding, human-focused session.**
> Victor Vieira, IIA Miami Chapter

> **The highlight of the day for me and for many others.**
> Elaine Symanski, KC IABC

> **The loudest applause I've ever heard from a group of high school students.**
> Sara, Northland CAPS

> **Remembering why I chose the career today. Inspiring to keep going.**
> Workshop attendee, Beacon Mental Health

> **The presentation and PowerPoint was informative, interesting and you made it super fun.**
> Workshop attendee, Beacon Mental Health

> **A great TED talk**
> IIA Miami keynote attendee

> **Keep the stories coming.**
> IIA Miami keynote attendee

## AS SEEN IN

**Forbes** "Why Give a Damn Might Be Leadership's Most Underrated Skill," Rodger Dean Duncan, August 2026

ROUNDING THE BASES • KANSAS CITY BUSINESS CAST • FOHRSIGHT • CULTIVATED MARKETER • STORYPOWER MARKETING • THE SPACE BETWEEN

THE BOOK

# GIVE A DAMN

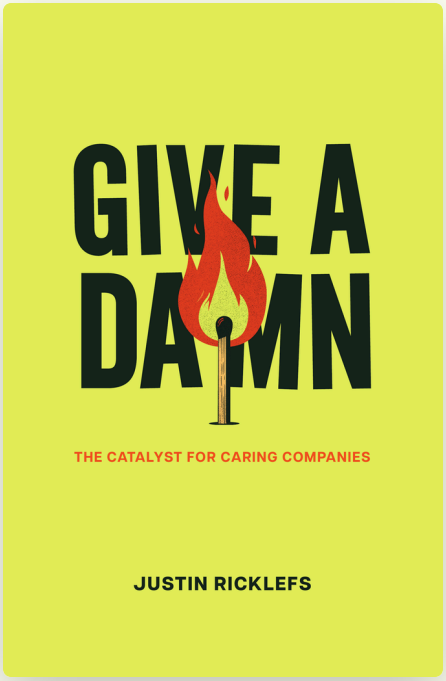
**The Catalyst for Caring Companies** (February 2026). Effort and Attitude ignite four catalysts: Curiosity, Compassion, Clarity, and Consistency. Bundle signed copies with any keynote or workshop. thegiveadamnbook.com

**SPARK LEADERSHIP PROFILE**

Free, about 6 minutes. Shows your spark type and your quiet catalyst.

**HUMAN SIGNAL CHECKLIST**

Free, about 3 minutes. Scores care, clarity, and connection, with live room results.




## TECH AND ROOM NEEDS

- Wireless lavalier mic preferred, handheld as a backup
- HDMI connection for Justin's laptop and a clicker, with sound out for video
- Confidence monitor and a visible timer, if available
- Wifi or strong cell signal for the live phone and QR moment
- Seating that lets people turn and talk to a neighbor

## LOGISTICS

- Arrival about 60 minutes before start for a tech check
- 16:9 slides sent ahead as PowerPoint or PDF
- Virtual: Teams, Zoom, or Meet, with a test run before the day
- A book table near the exit when books are part of the day
- High-resolution headshots and an MC intro on request

BOOKING

# GOT A ROOM THAT NEEDS A SPARK?

**justin@guildcollective.com**
**816.588.9047**
justinricklefs.com | thegiveadamnbook.com

Speaking and workshops through TrueVoice, LLC. Based in Kansas City, available to travel.

