

A man with a beard and glasses, wearing a dark suit, is speaking enthusiastically with his hands raised. He is standing in front of a whiteboard. The background is slightly blurred, showing a stage setting.

DYNAMIC SPEAKER,
COACH + AUTHOR

JACOB BROWN



**I BELIEVE THE GREATEST GROWTH COMES FROM
EMBRACING FAILURE, CHALLENGING COMFORT
ZONES, AND TAKING BOLD ACTION.**

A handwritten signature in black ink, appearing to be 'Jb' with a long, sweeping horizontal line extending to the right.





JACOB'S OFFICIAL BIO

Jacob Brown is one of the most electric voices rising in the world of professional speaking. **A former NFL athlete** turned serial entrepreneur, best-selling author, and transformational keynote speaker, Jacob has quickly become a go-to expert for companies and conferences that want to **shift mindsets, build resilient leaders, and transform workplace culture.**

His high-impact keynotes have earned standing ovations at some of the world's most respected organizations, including **Intel, Meta, LinkedIn, UPS, General Motors, and the Dallas Cowboys** as well as top universities like Notre Dame, Michigan, and Wisconsin. As a **three-time TEDx speaker** and co-founder of Varlo, a global athletic and fitness apparel brand, Jacob brings a rare blend of grit, heart, and strategy to every stage. His insights have been featured in **Forbes, The Wall Street Journal, and Good Morning America**, and his #FailForward philosophy has become a movement - reaching millions through viral content and transformational coaching.

Jacob doesn't just motivate - he moves people. His keynotes are part performance, part personal revelation, and 100% unforgettable. He teaches audiences how to embrace failure as fuel, lead through adversity, and step fully into their potential. Off the stage, Jacob is a devoted husband and proud father of four. But on the stage - **he's a force.**

FEATURED SPEAKING CLIENTS





FAIL FORWARD

RESILIENT LEADERSHIP, STRONGER CULTURES

In today's fast-moving world, fear of failure is one of the biggest barriers to innovation, progress, and effective leadership. Jacob, a renowned leadership keynote speaker, helps audiences reframe failure as fuel, not defeat. Blending real-world stories with practical leadership strategies, Jacob challenges teams and leaders to embrace discomfort, take bold action, and build a culture where growth comes from learning, not perfection.

KEY AUDIENCE TAKEAWAYS

- ✓ Reframe failure as fuel by learning how to use setbacks as stepping stones to innovation and progress.
- ✓ Lead through uncertainty with practical tools that strengthen resilience and confidence in high-pressure moments.
- ✓ Normalize growth over perfection by creating cultures where learning and experimentation are encouraged.
- ✓ Strengthen trust and connection through vulnerability, transparency, and consistent leadership.
- ✓ Empower your team to show up fully by fostering an environment where people feel safe to take risks and lead boldly.

FINDING PURPOSE

CRAFTING A LIFE OF MEANING

Life is filled with pressure, distractions, and constant demands, it's easy to lose sight of what truly matters. Many individuals go through the motions of life or work without feeling deeply connected to a larger mission. This keynote is a powerful invitation to pause, reflect, and reconnect with your purpose. Jacob takes audiences on a meaningful journey of self-discovery and challenges attendees to look beyond titles, roles, and expectations to uncover the deeper "why" that drives them. Purpose fuels fulfillment, clarity, and resilience.

KEY AUDIENCE TAKEAWAYS

- ✓ Reconnect with your deeper "why" to create clarity, direction, and impact in both life and work.
- ✓ Shift from autopilot to intentional living by identifying what truly matters most to you.
- ✓ Break free from external expectations and realign with values that lead to lasting fulfillment.
- ✓ Build resilience through purpose so you can better navigate pressure, distraction, and uncertainty.
- ✓ Take meaningful action to craft a life and career that's driven by purpose, not just productivity.





HUNTING YOUR GOALS

While setting goals might seem straightforward, the journey to achieving them is often filled with distractions, setbacks, and self-doubt. In this powerful and engaging workshop, Jacob unpacks what it truly takes to not only set meaningful goals but to chase them down with clarity, courage, and consistency. Drawing from lessons learned in high-stakes environments from professional sports to entrepreneurship, Jacob shares battle-tested strategies for overcoming resistance, staying focused, and building momentum even when motivation feels to run dry.

KEY AUDIENCE TAKEAWAYS

- ✓ Learn how to set goals that are meaningful, not just measurable, so you stay connected to what truly matters.
- ✓ Build a step-by-step action plan that turns ambition into execution with clarity and confidence.
- ✓ Develop the mental toughness to push through resistance, distractions, and moments of doubt.
- ✓ Discover high-performance habits used by athletes and entrepreneurs to stay consistent when motivation fades.
- ✓ Walk away with a hunter's mindset - relentless, focused, and committed to finishing what you start.

LEADING FROM THE CORE™

In this interactive workshop, leaders will explore what it truly means to lead with authenticity, purpose, and alignment. “Leading from the Core” introduces a powerful framework built on personal and organizational values, the guiding principles that shape how we show up and lead others. Using the memorable metaphor of an avocado, Jacob guides participants through a journey from the outer skin to the inner pit, illustrating how real leadership comes from within. Just like each part of the avocado has a purpose, every layer of a leader, skills, mindset, and values - must align for impact.

Key Audience Takeaways

- ✓ Clarify your core values to lead with greater confidence, consistency, and alignment.
- ✓ Learn the avocado framework to understand how each layer of leadership, from skill to mindset to purpose, drives real impact.
- ✓ Build stronger trust with your team by leading with authenticity, not just authority.
- ✓ Reflect on what truly drives you and how that influences your leadership style and decisions.
- ✓ Walk away with actionable tools to lead from within and create a values-driven culture that others





JACOB BY THE NUMBERS

2M+

people engage with my content on social media every month.

3M+

monthly views on my motivational videos.

100k+

lives impacted on social media every single day.

1 out of 70k+

college football athletes to make it to the NFL in 2006.

CLIENT TESTIMONIALS

"A STANDING OVATION IN YOUR FIRST TWO MINUTES"



Thank you to Jacob Brown for your master class in professional speaking & energizing a crowd! You delivered an inspirational message, got folks on their feet & participating, and even managed a standing ovation in your first two minutes. Thank you for your contribution and for reminding us to #failforward.

Carolyn Henry, Intel Corporation

"JACOB'S INCREDIBLE STORY OF SUCCESS IS AN INSPIRATION!"



We were so glad to have Jacob at AT&T Stadium to talk to our ticket & suite sales, service, and operations groups. His discussion on failing forward really hit home for our group! Jacob's incredible story of success is an inspiration! We have had several speakers in over the past several years, and Jacob is one of my favorites.

Doug Dawson, Dallas Cowboys

"HIGHLY RECOMMEND JACOB FOR ANY ORGANIZATION"



Jacob Brown was the perfect speaker for our Cadillac Wholesale Team Meeting. His message on resilience and the power of failing forward was truly inspiring. He challenged us to shift our mindset, embrace obstacles as opportunities, and always keep pushing forward - exactly the motivation our team needed as we gear up for a winning year. His energy, authenticity, and leadership left a lasting impact, and we would absolutely welcome him back anytime. Grateful for his insights and the encouragement he brought to our team. Highly recommend Jacob for any organization looking to ignite perseverance, empowerment and a winning attitude!

Stephanie Curry, Cadillac

CLIENT TESTIMONIALS

"HIS ABILITY TO READ THE TEAM AND TAILOR HIS MESSAGE TO OUR UNIQUE MOMENT WAS NOTHING SHORT OF MASTERFUL"

We had the privilege of welcoming Jacob to our team's offsite this summer. It was our very first meeting together since structural changes in our organization - and what a way to kick things off. His message around **Failing Forward** was not only timely but deeply resonant. He brought an electric energy that instantly connected with the room, and his ability to read the team and tailor his message to our unique moment was nothing short of masterful.

What stood out most was how he listened. He didn't just deliver a talk - he engaged, adapted, and made each person feel seen. His insights on finding "the rest" to stay centered were powerful and practical, and they've already sparked meaningful conversations among us. I'm so grateful for the care he took in customizing his content to our day. It was clear he wasn't just speaking at us - he was speaking with us. Thank you for helping us start strong, inspired, and aligned.

Greta Crowley, COX Automotive

"HAVING HIRED MANY KEYNOTE SPEAKERS, I CAN CONFIDENTLY SAY YOU ARE AT THE TOP OF MY LIST AS MY NUMBER ONE FAVORITE"

You are the real deal. Having hired many keynote speakers, I can confidently say you are at the top of my list as my number one favorite.

Your ability to connect with the audience, deliver powerful messages, and spark real change is unparalleled. You not only captivate and motivate your audience but also leave them with actionable insights and a renewed sense of purpose. Your passion, authenticity, and expertise shine through in every interaction, and it's clear that you genuinely care about making a positive impact.

Melanie Balestro, Atlantic Health System

COX
AUTOMOTIVE



Atlantic
Health System
Morristown Medical Center

8 REASONS TO BOOK JACOB TO SPEAK

1

He drives real culture change. Jacob helps teams rethink failure, leadership, and performance to build stronger, healthier workplace cultures.

2

He's lived it. Jacob doesn't just talk about resilience. He's overcome failure, loss, and setbacks - and brings those lessons to every stage.

3

He delivers more than motivation. His talks leave people fired up and equipped with real tools to take action and lead better.

4

He's a planner's dream. Easy to work with. Customizes every keynote. Shows up prepared to make your event unforgettable.

5

He connects fast. Jacob creates instant trust. Audiences feel like he's speaking with them, not at them.

6

He makes failure your superpower. Your team will learn how to lead with confidence, even when things go wrong.

7

He's trusted by the best. Top brands and Fortune 500s bring Jacob in for a reason.

8

He creates lasting impact. People don't just clap. They remember. They change. They grow.



BOOK JACOB FOR YOUR NEXT EVENT!

To book Jacob to speak, a podcast or coaching, please contact him at:

jacob@failforwardbrown.com

Or

248-805-6093 (text or call)

