

SIGNATURE KEYNOTES

FLAGSHIP KEYNOTE

THE CIRCLE

Most people start in the wrong place. There is a better way to begin anything.

The Imagination Method™ in a room. AJ teaches the circle and the four awarenesses, the framework behind everything he has built, and why the people and companies that resonate begin where almost everyone else skips. Audiences leave with a physical gesture they can use before the next meeting, the next decision, the next stuck moment. Not inspiration. A method they can run the same afternoon.

Best for: Corporate innovation days · Culture activation · Leadership summits · HR conferences



AJ SARCIONE

Brand & Identity Coach · Keynote Speaker

AJ Sarcione is a Brand and Identity Coach, keynote speaker, and founder of The Imagination Method™. He has spoken and facilitated in thirteen countries, working with leaders and organizations including Nike, Verizon, Univision, Caterpillar, and iHeartMedia. His career spans Yahoo, where he built the first internal brand and marketing division, to serving as Head of MOJO for the Verizon company built from it. A HeartMath® practitioner, he builds clarity in leaders, teams, and organizations so they can lead from who they actually are.

TRUSTED BY LEADERS AT



Best investment. AJ you were a hit. You turned around and got the quietest of the crew to be engaged.

EVP CHIEF COMMUNICATIONS OFFICER
UNIVISION

WITHOUT THE TITLE

In a world automating everything, the one thing that cannot be replaced is a person who knows exactly who they are.

When the role that defined you changes, who are you underneath it? AJ reignited the culture at Yahoo during a difficult transformation by building its first internal brand division. That is the proof of the method under real pressure.

Best for: Leadership conferences · Executive retreats · Career transitions · Universities

THE MOMENT BEFORE™

What separates the people who show up fully from the ones who freeze is not talent or preparation.

Before the high-stakes moment, there is a moment before. As a HeartMath® practitioner, AJ teaches the regulation tools that hold under pressure, built on the deeper truth that the people who show up fully are the ones who know who they are before they walk in.

Best for: Athletic organizations · Performing arts · Executive leadership programs

SEE FURTHER

Vision built on unclear identity is aspiration with good language.

Vision is the first awareness in the Imagination Method™, the feeling you are building toward, and the one most leaders skip on the way to execution. This talk shows founders and executives how to build a vision that holds, by starting from something true about who they are rather than from a slide.

Best for: CEOs and founders · Leadership teams · Strategic planning offsites

OWN YOUR LUCK

People call it luck. It is not luck. It is preparation of a specific kind.

Luck from the outside is something quieter on the inside, knowing who you are clearly enough that when the moment arrives, you can move toward it and bring something only you could bring. This talk shows how that readiness is built on purpose.

Best for: Sales conferences · Athletic programs · Universities · Emerging leaders