

Chris Natzke's Keynote Speech Outline

Titles have included:

- ***Black Belt Leadership: Living, Learning and Leading with the Mind of a Champion***
- ***Breaking Through to Success: How to Create a Life (and Business) with Power, Passion, and Purpose***
- ***Mind of a Champion: How to Create a Life (and Business) with Power, Passion, and Purpose***

(I am not absolutely sold on anyone of these and am very open to suggestions and upgrades)

- *I am sharing my outline for a 75 to 90-minute speech. While the overall content remains the same for a 20, 30, 45 or 60-minute speech, the examples and exercises are included or excluded based on the time available and the make-up of the audience and the theme of the event I am speaking to.*

Hook/Intro: *"While you don't need to spend almost 5 decades like me practicing the Martial Arts like me, the same success principles I have developed, taught, and practiced, when can have a profound impact on your life, career, and relationships by helping you access your Inner Champion and/or practicing the Champion's Mindset."*

- My Martial Arts Origin Story
- The set-up of Power, Passion and Purpose OR Living, Learning and Leading

1) **Main Point #1 – Purposeful Vision** – Gaining clarity of and commitment to a life vision that has purpose and meaning.

a. **What you Focus on Expands** – Where you place your focused attention, your consciousness will grow and opportunities to support your vision with present themselves

- i. Blue vs. Green Exercise
- ii. Do you want a new car? – The Reticular Activating System (RAS) of the brain.
- iii. Pregnant Ladies Story

b. **The 3 Keys to Creating a Purposeful Vision**

- i. **You Own It** – It has a resonance within you that is not driven or influenced by outside forces or people.
- ii. **It's Clearly Defined** – You have a clear picture of what you want to create and experience – supported by the Reticular Activating System (RAS)
- iii. **It is Something You Become on the Inside before it Ever Happens on the Outside** – You embody your vision in who you are as a person and leader before is ever happens on the outside – *"Outer experience is a reflection of inner reality."*

- 2) **Main Point #2 – Be the Change** – Powerfully moving through life as an expression of who you want to “be” in the world.
- a. **Intro of Be/Do/Have Concept** – Most people live their lives “backwards”, from a perspective of Have/Do/Be. When they have enough money, then they’ll do the things they want, and they’ll be happy. Those who are thinking from the Champion’s Mindset turn those word around and live from a perspective Be/Do/Have
 - i. Supported by personal Leadership Story)
 - b. **The “Being” Power Pyramid** – State of Being is the Base of the Champion’s Mindset → Which impacts our Experiences → Which leads us to attracting the Things we desire in our lives.
 - c. **When you change the way you look at things, the things you look at change.**
 - i. Supported by change of perception pictures.
 - d. **Empowered Ways of Being Exercise (done with partner)**
 - i. What do you want?
 - ii. It is important to you because...
 - iii. How would you have to BE to receive it?
 - iv. What would you have to DO to receive?
 - v. What would you HAVE once it finally came to you?
- 3) **Main Point #3 – Conscious Persistence** – Realizing that freedom comes through discipline while expanding gracefully out of your comfort zone and into transformation.
- a. We are all “persistent” in our lives about many things, but that does not mean we are “conscious” about our thoughts and actions.
 - b. The key deciders of success are not socio-economic background, not education, not I.Q., but GRIT.
 - c. Of the 1,500 students I have promoted to Black Belt, only 2 possessed all of the skills necessary (focus, concentration, flexibility, determination, power, etc.), when I first met them. Yet, some of my best Black Belt students were the ones who had to overcome the greatest obstacles. They learned that....
 - d. A Black Belt is a White Belt that Never QUIT!
 - i. Supported by bringing someone on stage with to demonstrate.
 - ii. First offering of my book, ***Black Belt Leadership***
 - e. The “3 P’s” of Conscious Persistence
 - i. Be Present
 - ii. Be Progressive (C.A.N.I. – constant and never-ending improvement)
 - iii. Be Prepared
 - f. Forward Focused Thinking
 - i. Rather than focus on the obstacles in your path, focus on where you want to go.
 - ii. Rather than focus on “Can I do it?”, focus on “How can I do it?”
 - iii. Rather than focus on Problems, focus on Solutions.

- g. Forward Focus Thinking Exercise (done with partner, answering these questions regarding dealing with challenges)
 - i. Describe your CHALLENGE with emotion.
 - ii. Describe what REALLY happened (without the story).
 - iii. What are the POSITIVES of the situation?
 - iv. What is the SOLUTION to the problem?
 - v. What can YOU do about it?
- 4) **Main Point #4 - Compassionate Service** – Making a difference in the world through “empowered empathy”.
- a. You must **serve** before you can **lead**.
 - b. Who is the one person we oftentimes ignore when looking to serve – OURSELVES!
 - i. We must take care of ourselves so we can **HELP** take care of others.
 - ii. We can’t fully be effective in serving if we are giving from an empty vessel.
 - c. Josh’s Story – My story of my student doing 2 “days of empathy” in a wheelchair (shared with appropriate audiences).
 - d. Are you Balanced? – The power of personal empowerment through “balancing” (we will never be “balanced”, but we will always be “balancing” through the “**5 D’s of Keeping Agreements**”
 - i. Detail It
 - ii. Delete It
 - iii. Defer It
 - iv. Delegate It
 - v. Do It
 - 1. Supported by demonstration on stage with audience member.
 - 2. Second offering of my book, **Breaking Through**
- 5) **Main Point #5 - Inspired Action** – Activating the strength of heart and taking the important steps necessary to realize your dreams and positively impact the world.
- a. **There are 3 types of people in the world...**
 - i. Those who **make** things happen.
 - ii. Those who **watch** things happen.
 - iii. And those that look around and say, ‘**What just happened?**’
 - b. **The 4 Stages of Learning** (supported by group martial arts exercise)
 - i. Unconscious Incompetence
 - ii. Conscious Incompetence (where most people quit)
 - iii. Conscious Competence
 - iv. Unconscious Competence
 - c. **What Holds Us Back?**
 - i. Fear of the unknown, looking bad, and even success
 - d. **Worry Cure Study**
 - i. 85% of things we worry about never happen.

- ii. Of the 15% that do, 79% we are either...
 1. Not as bad as we thought it would be, OR
 2. Happy it happened because we learned from it
- iii. This means 97% of the things we worry about either never happen or aren't as bad as we thought they'd be.
- iv. How would you live your life if you knew this to be true?
 1. What risks would you take?
 2. What conversations would you have?
 3. What adventures would you embark upon?
- e. The 1% Solution to breaking out of Comfort Zones
 - i. Small consistent daily actions can transform into massive results.
 1. Get 1% better each day for one year – 37x better than when you began.
 2. Maintain that 1% daily growth for 2 years – 1,400x better.
 3. Continue for 5 years at a daily 1% growth rate – 76,000,000x better.
 - ii. Good habits don't add up, they compound.
- f. Depending on time and audience, I support these concepts with one of the following.
 - i. Meg's Story – A coaching client who landed her dream job by taking Inspired Action (great for promoting my coaching programs)
 - ii. Nabeel's Story – A former student and staff member who got accepted into his dream university because he took action above and beyond.
 - iii. W.O.O.P. – Taken from Gabrielle Ottigen's work (I give her credit, of course)
 1. W – Wish
 2. O – Outcome desired
 3. O – Obstacle that make take you off track to your goals
 4. P – Plan to deal with the obstacle
 - iv. [Domino Chain Reaction Video](#)

6) Conclusion

- a. Before I conclude, I ask for audience members to take a brief survey from Talkadot to give me feedback on my talk, capture their contact information and generate leads for other speaking engagements. [CLICK HERE](#) and us code "EYA" to check out the capture slide and the QR Code and go through the survey yourself 😊.
- b. I complete my talks with a recap of my key points, sometimes illustrated with Meg or Nabeel's story.
- c. I challenge audience to identify the "one thing" they are choosing to act on.
- d. If I am allowed to sell from stage, I will highlight one of my programs or products.

7) Bonus Content and Offers

- a. Audiences receive PDF copy of my slides or a FREE Report by completing the Talkadot Survey
- b. Items for Sale at my product table.
 - i. Books ([Black Belt Leadership](#) and [Breaking Through](#))
 - ii. Mini Coaching Program (book, online program and 45-minute coaching call bundle)
 - iii. Discovery call with my 3, 6 and 12-month coaching programs
 - iv. Online programs sold

Chris Natzke's
MIND OF A
CHAMPION