

CREATING A CULTURE OF ACCOUNTABILITY.

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The line between holding people accountable and policing them, and the conversation to have Monday with the person who keeps missing.

Every leader in your room has someone who keeps missing. Most of them are handling it one of two ways: looking the other way, or hovering. Neither works, and both feel like accountability from the inside. This talk draws the line, then gives your leaders the exact conversation to have Monday morning. **It is one of three flagship talks I speak on**, delivered at Equitable among others. I led five companies with the payroll on my desk, and this is what I ran inside them.



ROCKBOX · SEPTEMBER 2025

WHAT THE ROOM WALKS OUT WITH THREE THINGS, NOT A BINDER

01 **The difference between coaching and catching**

Catching is waiting for the miss so you can point at it. Coaching is making the miss impossible to hide and then helping the person close it. Your leaders will know which one they have been doing.

02 **A scoreboard everyone can see**

Accountability without a visible number is opinion. The room leaves with a way to put the score on the wall so nobody has to guess whether they are winning.

03 **The Monday conversation script**

What to say, in what order, to the person who keeps missing. Not a pep talk and not a write-up. A conversation that ends with a commitment and a date.

FORMATS CALIBRATED TO YOUR ROOM

Keynote, 45 to 60 minutes

The full argument, the framework, and the Monday script. Best as the session the rest of your agenda builds on.

Offsite opener

Sets the standard for how the rest of the offsite gets run. Commitments made after this session tend to get kept.

Half-day workshop

We work your team's real misses, not a case study. People leave with their own conversations drafted and a scoreboard they built themselves.

Virtual, when it must be

It works on a screen. It works better in a room. Tell me which one you have and I will build for it.

PROOF & LOGISTICS

CREATING A CULTURE OF ACCOUNTABILITY
TALK ONE-SHEET

THE RECORD BEHIND THE TALK

23 SENIOR LEADERSHIP AT	\$5.9 → \$15MM IN 18 MONTHS	\$7 → \$30MM IN THREE YEARS	100+ B2B COMPANIES ADVISED
3× FRANCHISE 500	2× INC. 5000	Best PLACES TO WORK	Ultimate CEO, BUSINESS JOURNAL

WHO BOOKS THIS TALK BEST-FIT ROOMS

Founder and CEO peer groups

Rooms full of people who are the last line of accountability in their own companies and have nobody holding them to it.

Sales organizations

Kickoffs and sales leadership meetings where the scoreboard already exists and the conversations still do not happen.

Leadership offsites

Teams that have agreed on the plan three years running and still have the same people missing the same numbers.

Stages

This talk has been delivered at Equitable, among others. Jerry also speaks for AvKare, EDPA, Badass Business Summit, Jacksonville FC, RockBox and Event Marketing Congress.

WHAT ORGANIZERS SAY

Jerry's presentation at our JFC Coaches Symposium was incredibly impactful. His message around leadership, building an intentional culture, and holding ourselves to a higher standard resonated deeply with our staff and challenged each of us to become better leaders. Jerry has a rare ability to motivate, inspire, and challenge people in a way that creates real reflection and lasting impact.

PAT CANNON · EXECUTIVE DIRECTOR, JACKSONVILLE FC

Jerry has singlehandedly sold out our VIP session three years in a row. No one matches his direct approach, creative insights and experience to drive action. Ask the attendees. Their businesses grow when you're in the room with Jerry.

DONNIE BOIVIN · CEO, SUCCESS CHAMPIONS NETWORKING

BOOKING

FEE	Keynote engagements start at \$10,000. Workshops and multi-session days quoted on scope.
TRAVEL	Flat \$1,500 domestic, billed with the fee. No receipts to reconcile. International quoted with the date.
A/V	Standard presentation setup. Screen or TV, PowerPoint, a clicker, and a lavalier or headset mic. Slides in advance. No rider.
DISCOVERY	Included on every booking. Who is in the seats, what they are missing, and what they must do differently on Monday.

Send the date, the room,
and what they must
walk out with.

I answer every inquiry myself.
jerryamacnamara.com/speaking