

INFLUENCE.

THE INTERSECTION OF AUTHENTICITY, INTENTION, AND TRUST

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How to get things done even when you're not in power: what makes an ask land, and how trust gets built or spent in ordinary exchanges.

Most of the people you need something from do not work for you. Clients, vendors, the other department, the board, the partner who owns half the decision. The org chart gives you no authority over any of them, and the title you do have buys less than you think. Influence is earned in the small moments, not claimed from a title. **It is one of three flagship talks I speak on**, delivered for EDPA. I led five companies and have advised more than a hundred B2B companies since. In every one, the people who got things done were the ones others chose to say yes to. That is teachable.



ROCKBOX · SEPTEMBER 2025

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

01 The three tests every ask passes or fails

Is it authentic, is the intention clear, and has the trust been earned? An ask that fails any one of the three gets a polite no, or worse, a yes that never turns into action. The room learns to run the test before they open their mouth.

02 How trust is built in ordinary moments

Nobody earns trust in the big presentation. They earn it in the follow-up they said they would send, the bad news they delivered early, the credit they passed along. I show the room which small moments count and which ones quietly cost them.

03 The intention check before a hard conversation

Most hard conversations go sideways because the person walked in wanting to be right instead of wanting a result. A short check, done honestly, changes what you say and how it lands.

FORMATS CALIBRATED TO YOUR ROOM

Keynote

Built for a main stage or a general session. It works as a conference opener, because it sets up every conversation that follows, and as a closer, because it sends people home with something to do.

Virtual

When it has to be. Tell me who is in the seats and who they need to influence, and I will build the talk around those conversations, not generic ones.

Offsite opener

The first session of a leadership offsite, so the working sessions that follow are run by people who know how to move each other.

Two-talk day

Booked alongside Creating a Culture of Accountability. That talk handles the people who report to you; this one handles everyone else. Many teams book both.

PROOF & LOGISTICS

INFLUENCE
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

Association conferences

Members who run their own companies and still have to move clients, suppliers, and peers who owe them nothing. EDPA booked this talk.

Agencies and event companies

Businesses where the whole job is getting a client, a venue, and a crew to say yes on a deadline, with no authority over any of them.

Cross-functional leadership rooms

Sales needs operations, operations needs finance, and nobody reports to anybody. This talk is about how work gets done across those lines.

Stages

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

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