



Lead Yourself First

The keynote your members will actually talk about after the event.

"I chose Kevin as the opening speaker for SparkTalks 2025 for many reasons. He's a dynamic, charismatic speaker; his topic was tailored to the audience and occasion at hand, and I knew he could get the crowd engaged right off the bat. He totally delivered and set the tone for the rest of the evening."

— Kelly Watt | Director of Alumni Relations | Naropa University



(406) 396-6978 | kevin@maysleadership.com | www.maysleadership.com

LEAD YOURSELF FIRST

Why Your Best Leaders Are Running on Autopilot – And How to Fix It

Your members are working harder than ever, but many are leading from stress, habit, and reactivity instead of clarity and intention. In this engaging, science-backed keynote, Dr. Mays gives leaders a practical framework to recognize when their brain is sabotaging their leadership – and specific tools to override it in real time. Audiences leave energized, with techniques they can apply the same day.

THE FRAMEWORK: THREE BRAINS EVERY LEADER MUST MASTER

Dr. Mays introduces a memorable, science-backed model that instantly resonates with leaders at every level:

- The Caveman Brain – The reactive, fight-or-flight response that hijacks leaders under pressure. It's why your best people snap in meetings, shut down during conflict, or make fear-based decisions.
- The Robot Brain – The autopilot patterns that got leaders promoted but now hold them back. It's why high achievers keep overworking, overcontrolling, and burning out their teams.
- The Genius Brain – The intentional, clear-headed state where leaders make their best decisions, build trust, and drive real results. This is the unlock.

Your audience will immediately recognize these patterns in themselves – and that recognition is where transformation begins.

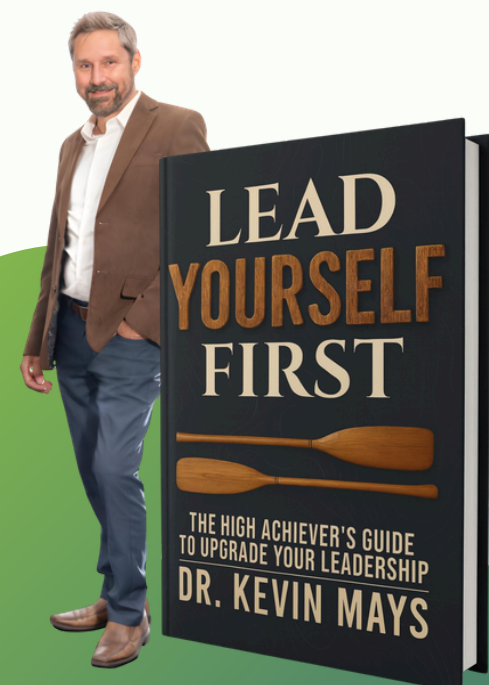
WHAT YOUR AUDIENCE GETS:

- A memorable framework they'll reference for months (not just another motivational talk)
- The "Two-Minute Reset" – a specific technique to interrupt stress and regain clarity in real time
- The "Flow State Shift" – a science-backed method to access peak performance on demand
- A copy of Dr. Mays' new book, Lead Yourself First (included for all attendees with booking – limited availability)

This isn't a motivational pep talk. It's a practical operating system your leaders will use Monday morning.



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About Dr. Kevin Mays

- Doctor of Strategic Leadership
- 15+ years of executive coaching experience
- Clients include **LM Restaurants, Dixon Valve & Coupling Company, LLC & Preferred Machine LLC**
- Author of *Lead Yourself First: The High Achiever's Guide to Upgrade Your Leadership* (March 2026)

Dr. Mays has a great ability to present ideas in a way that resonates with a wide audience, making the material both relatable and actionable. It was clear from the feedback we received that the session made a lasting impression on our team.

Kristine Craft | VP of Professional Services | B&L Information Systems, Inc.

Session Options:

- Keynote: 45–60 minutes
- Half-day workshop: 3 hours (includes interactive exercises and team application)
- Lunch & Learn: 30–45 minutes (condensed format)

Ideal Audience:

- Business owners, executives, and senior leaders
- Emerging leaders stepping into management for the first time
- Teams navigating growth, change, or high-pressure environments

What's Included:

- Custom pre-event consultation to tailor content to your audience
- Advance copies of *Lead Yourself First* for attendees (with booking, while supplies last)
- Post-event resource guide for continued learning

A/V Requirements:

Wireless lavalier microphone, LCD projector/screen, HDMI connection

Availability:

Now booking Q1–Q3 2026. Limited Michigan dates available for book launch tour.

Ready to make your next event unforgettable?

Contact Dr. Mays' team to check availability:

Phone: **(406) 396-6978**

Email: **kevin@maysleadership.com**

Website: **www.maysleadership.com**

Response within 24 hours. No obligation.

