

**Stop
surviving
change.
Thrive
Through it.**

RENEGODEFROY

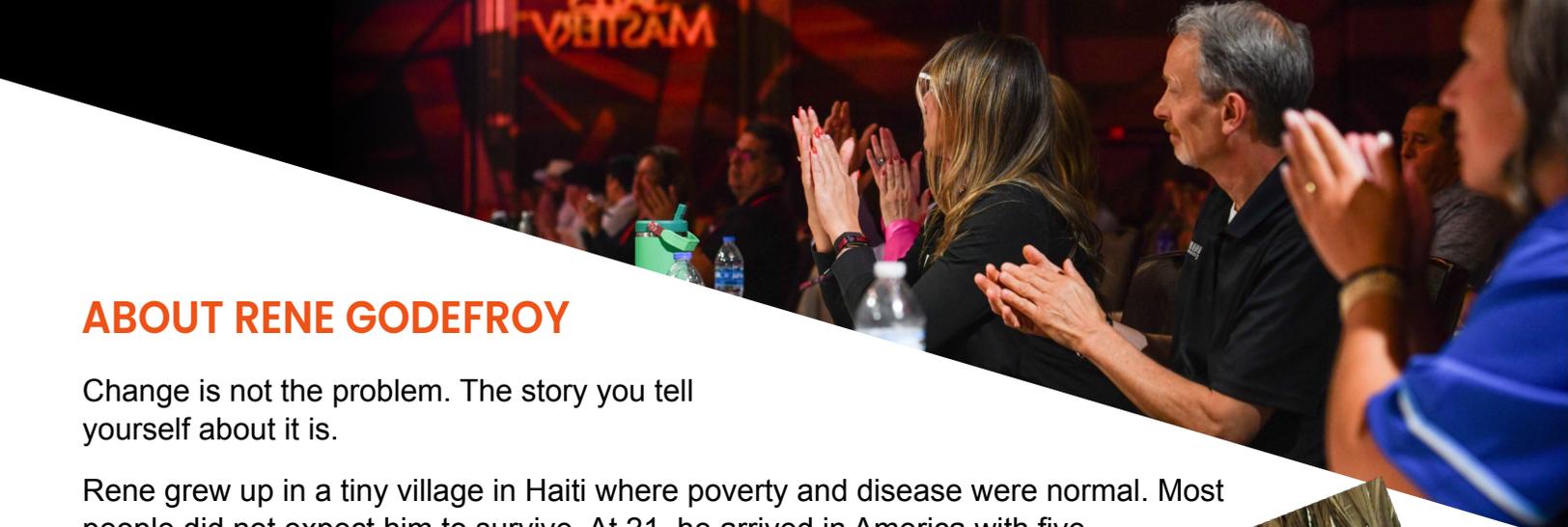
CHANGE IS A GIFT.

Uncertainty and disruption are not the enemy. Every major shift in business has created new opportunities.

AI is no different. The leaders who win are the ones who tell themselves a better story about it. Because the story you believe drives the actions you take every day.

Rene Godfrey





ABOUT RENE GODEFROY

Change is not the problem. The story you tell yourself about it is.

Rene grew up in a tiny village in Haiti where poverty and disease were normal. Most people did not expect him to survive. At 21, he arrived in America with five dollars, two shirts, and no English. He took any job he could find, mopping floors as a janitor, feeling hopeless and desperate.

For a while, it looked like his life would stay that way. Then something shifted. He realized it was not Haiti, poverty, or the language holding him back. It was the story in his head about those things. The moment he changed the story, everything started to change.

With three dollars and a bucket, he started washing cars in a parking lot. He went from car to car asking strangers for a chance. No. Not today. Not interested.

He heard no again and again. Every no tested him. Every no pushed him to quit. But he kept approaching the next car. One person said yes.



He treated that one car like it was a million dollar account. He overdelivered. That customer told someone else. Then another. Then another.

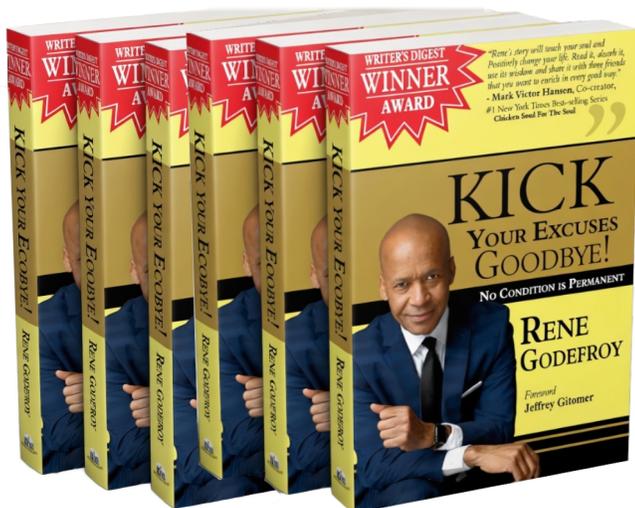
That one yes was not luck. It was the reward for ignoring the no's. It became proof that if he stayed in the game long enough, the yes was always there.

Rene did not succeed because of luck or connections. He rose because he learned to rewrite

the story in his head every time life gave him a reason to quit.

That is what he teaches today. When companies face change, pressure, and uncertainty, Rene shows their people how to shift the story so they can lead instead of react.

Your audience will not just feel inspired. They will leave knowing how to take control of the story the next time fear, doubt, or change shows up.



No Condition is Permanent



Keynote 60-90 Minutes

NO CONDITION IS PERMANENT

Fear, uncertainty, and self-doubt are not the problem. The story you tell yourself about them is.

Most people facing disruption are not struggling with the change itself. They are trapped inside a story running in their head about it.

That story sounds like, “I’m not ready for this. This is happening too fast. I don’t know if I can make it through this.” Worse, they aren’t even aware of the story.

No condition is permanent. The circumstance, fear, and story are not permanent. Rene gives your audience a specific framework to identify the story that is keeping them stuck. Break it on purpose, and replace it with one that drives action instead of paralysis.

This is not just motivation. Motivation fades. This is a repeatable and proven process for driving results.

This keynote is ideal for associations, government organizations, and corporate audiences facing change, uncertainty, and disruption of any kind.

Key Takeaways:

- ▶ Identify the story running their life
- ▶ Replace fear-based assumptions with a story of possibility
- ▶ Build the resilience to face any challenge in any economy
- ▶ Actionable ideas to keep stepping instead of freezing
- ▶ Walk away with the Story Breaker framework to use for every challenge ahead

 **See Rene in action**

Kick Your Excuses Goodbye



Keynote 60-90 Minutes

KICK YOUR EXCUSES GOODBYE

This keynote is for salespeople who are blaming everything except themselves.

The market is not the problem. The economy is not the problem. The leads are not the problem. The story you are telling yourself about all of those things is.

Every salesperson knows what to do. The excuses sound reasonable. The timing is bad. The territory is tough. But reasonable excuses produce unreasonable results.

Rene Godefroy started his sales career with three dollars, a bucket, and a bank parking lot in Miami. He heard no too many times to count until one person said yes. He did such a good job that the person told someone else.

He refused to let the story of rejection become his reality. That made all the difference.

That is what he brings to your sales event. A framework to destroy excuses and replace them with the hunger, persistence, and accountability that boost sales.

This keynote is ideal for sales conferences. It is more than motivation. It is a mindset reset.

Key Takeaways:

- ▶ Identify the excuses killing your numbers before they kill your quota
- ▶ Turn every no into fuel instead of a reason to slow down
- ▶ Build the mental toughness to keep asking after the door closes in your face
- ▶ Replace fear based assumptions with a story that drives action and closes deals
- ▶ Walk away with a framework to reset your mindset before every sales call

 **See Rene in action**

Thrive in the Age of AI



Keynote 60-90 Minutes

THRIVING IN THE AGE OF AI

AI is the last frontier of human invention. Nothing in history has created this many new opportunities this fast. It is leveling the playing field so that one person with the right mindset can now compete with entire companies.

But most people are not seeing the opportunity. They are too busy listening to the fear story in their head. "It is going to replace me. I am too old for this. Everything I built is about to become worthless."

Rene knows that story. When he arrived in America at 21 with five dollars and no English, he ran the same story in his head: "Will I ever make it?"

Your workforce is running that same story about AI right now. Rene is an early adopter of AI who uses it every day in his own business. He shows your audience how to break the fear story and replace it with a mindset that turns this moment into their advantage.

No hype. No jargon. No list of tools to download. Just honest talk and a framework that works.

This keynote is ideal for corporations, associations, and government organizations ready to stop fearing AI and start winning with it.

Key Takeaways:

- ▶ See AI for what it really is: the greatest opportunity of your career
- ▶ Break the fear story that keeps your people on the sidelines
- ▶ Understand how AI is leveling the playing field for those willing to move
- ▶ Replace resistance with curiosity and turn disruption into advantage
- ▶ Walk away knowing exactly what to do next with AI

 **See Rene in action**



"Rene absolutely crushed it and really engaged with our audience. **Three standing ovations.**"

— Don Goettling, CEO
Sales Mastery & Momentum Builder



National Association for Pupil Transportation

"Rene transformed the room. **Two standing ovations.** Best event we've ever had."

— Michael J. Martin
Executive Director, National Association of Pupil Transportation



Rene was a big hit. He was entertaining and **kept the audience engaged the entire time**, which is rare for a speaker. People are still talking about it.

— Alan Martin
State Training Coordinator, Aflac



"Your fascinating story was not only inspiring, it **provided a great foundation for our mentors and mentees** as they begin setting goals for their new partnerships."

— Jerry S. Wilson
Vice President, Coca-Cola



Rene was encouraging, **inspirational and thought-provoking.** He clearly shows the positive impact we can all have on the lives of others if we have the right attitude!

— Ken Ray
Vice President, AT&T



"Rene Godefroy's presentation was the highlight of our conference. He is the **best keynote presenter in our 35 years of sponsoring conferences.**"

— Robert L. Stein
General Counsel, Michigan Assisted Living Association



A Partial List of Clients:

- ▶ Aflac
- ▶ AT&T
- ▶ Alere
- ▶ Atlanta Apartment Assn
- ▶ Blue Cross Blue Shield
- ▶ Burba Hotel Network
- ▶ Charles Schwab
- ▶ Coca Cola
- ▶ Cox Enterprises
- ▶ Domino's Pizza
- ▶ Florida League of Cities
- ▶ GE Capital
- ▶ Georgia Power
- ▶ Georgia Dept of Human Resources
- ▶ Georgia State University
- ▶ Head Start Association
- ▶ High Point University
- ▶ Housing and Urban Development
- ▶ Hyatt Hotels Corporation
- ▶ Indiana Bankers Association
- ▶ IHG Hotels Group
- ▶ Indiana School Food Association
- ▶ Isakson Living
- ▶ Kennesaw State University
- ▶ Napoleon Hill Foundation
- ▶ Marriott Hotels
- ▶ Michigan Works
- ▶ Matria Health Care
- ▶ Metro PCS
- ▶ Michigan Assisted Living
- ▶ Mississippi Transportation Ass
- ▶ North Fulton Chamber of Commerce
- ▶ Pennsylvania Housing Finance
- ▶ Proof of the Pudding
- ▶ National Head Start Association
- ▶ Sales Mastery
- ▶ Renaissance Hotels SACUBO
- ▶ The Providence Journal
- ▶ UnionPacific
- ▶ US Army
- ▶ US Postal Service
- ▶ Verizon Wireless
- ▶ Virginia Assisted Living Association
- ▶ Your Event Solution
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