# JONATHAN RESSLER

KEYNOTE SPEAKER / BESTSELLING AUTHOR

# SHUT UP AND CHOOSE

**THE CHOICES YOU MAKE.**
**THE RESULTS YOU GET.**

Your people already know what to do. The gap is a choice they make on autopilot. It closes one next choice at a time, in their own way.

## THE KEYNOTE

Even successful teams can know what to do and still avoid doing it. Marketing veteran Jonathan Ressler uses humor, a singing pink gorilla, and his 140-pound transformation to expose the gap between knowing and doing. He challenges audiences to question their "reasonable" excuses, interrupt automatic reactions, and take ownership of the next choice shaping their business results.

## WHAT YOUR AUDIENCE WILL TAKE AWAY

**01** **OWN YOUR CHOICES. READ YOUR RECEIPTS.**

Examine how everyday decisions contribute to pipeline performance, team turnover, and lost clients. Identify where you have control and can act.

**02** **INTERRUPT THE AUTOPILOT SCRIPT.**

Recognize the Pause, the Outsource, and the Wait. Catch familiar reactions before they repeat the same business consequences.

**03** **CLOSE THE GAP YOUR WAY. WITHIN 24 HOURS.**

Choose one specific action you can carry out in your real workday. Leave with a written commitment: who, what, when, and how.

### INCLUDES A LIVE INTERACTIVE EXERCISE

A personal receipt card. One next choice. Due within 24 hours.

## ABOUT JONATHAN

Amazon bestselling author, podcast host, entrepreneur and marketing veteran. His 140-pound transformation is the proof behind his choice-first approach.

BOOK JONATHAN jonathanressler.com/speaking/ jonathan.ressler@gmail.com