

# BRAD ISRAEL

A LEGACY KEYNOTE SPEAKER

**Pressure doesn't create character: it reveals it.** Brad Israel, a Green Beret-turned leadership advisor and coach, teaches leaders how to build trust, adapt through change, and lead with conviction using his A4 Framework—turning leadership from a title into a legacy.



## Signature Offerings:



**The A4 Method: Chasing Greatness**  
(50 minute keynote speech)



**The A4 Method: A How-To**  
(breakout session)



Based in Mobile, AL



Presidential Leadership Scholar

500,000 +  
TED Talk listeners

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The A4 Method  
KEYNOTE SPEECH

# Chasing Greatness

Brad Israel takes audiences inside the mindset of a Green Beret to explore how great leaders think, adapt, and connect under pressure. His **A4 Framework**—Awareness, Adaptability, Adversity, and Abundance—equips leaders to build trust, strengthen culture, and lead with heart.

**Awareness** creates the self-discovery in leadership that every high achiever needs. **Adaptability** builds trust and influence through change. **Adversity** forges resilience and character when challenges and hardship hit. **Abundance** turns leadership from a position into a legacy.

You will leave inspired and equipped to lead yourself first so that you can effectively lead others, build trust fast, and commit to the relentless pursuit of excellence — in business, leadership, and life.



I asked Brad to speak to our sales team at our annual meeting. To say that we were impressed would be an understatement. Our team left the meeting with a renewed focus and motivation for the challenges and opportunities that lie ahead.

John A. Dodson, Beard Equipment Company  
Chief Operating Officer

**If you take care of people, they will take care of you.** This belief is my life's work. I partner with those who are relentlessly committed to leadership growth and self-mastery—because the true multiplier isn't just what we achieve, but who we become in the process, and the lives we impact along the way.

Leadership is a gift. Influence is a responsibility. There is no better time than now to pursue excellence together. Let's connect.



Brad Israel delivered exactly what our leadership team needed. His message was not only inspiring—it was actionable. Brad has a unique ability to connect with people, challenge their thinking, and elevate the standards they set for themselves and their teams.

His insights on **The Leader Mentality, Building Trust on the Team, and Accountability & Ownership** resonated deeply with our organization. Brad doesn't just talk about leadership—he embodies it. His authenticity, energy, and lived experience created an environment where our leaders were engaged, reflective, and ready to grow.

He brings a fresh, mission driven approach that empowers teams to operate with clarity, confidence, and purpose. We walked away stronger, more aligned, and better prepared to lead with courage and compassion. I would highly recommend Brad and Warrior 360 to any organization committed to developing exceptional leaders.

Kevin S. Blair, President & CEO, Pinnacle Financial Partners

## Contact Details

Ready to hold your date? Visit  
[www.warrior360.co](http://www.warrior360.co)

For other inquires email Rachel at  
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