Leadership when it matters most.

KEYNOTES • LEADERSHIP WORKSHOPS • LEADERSHIP EDUCATION

Develop leaders who inspire trust, develop people, make sound decisions, and deliver on your mission.

Ken Rodriguez combines consequential firsthand leadership experience with decades of educating, mentoring, and developing others. Through memorable true stories, humor, and practical lessons, he challenges how people lead—not simply entertains them.

A leader's experience. A teacher's approach. Stories audiences remember.

For corporate and professional events, associations, government & military organizations, educational institutions, and nonprofits.



WHAT YOUR PEOPLE WILL TAKE BACK TO WORK

CHARACTER & SERVICE

Connect personal and organizational values to visible leadership behavior, ethical decisions, and service to mission and team.

TRUST & TEAM PERFORMANCE

Lead with candor, honor commitments, clarify expectations, and recognize the essential contributions of others.

JUDGMENT & RESPONSIBILITY

Challenge assumptions, seek expertise, weigh competing risks, and own consequential decisions.

EXPERIENCE THAT GIVES THE LESSONS SUBSTANCE

COMMAND & ORGANIZATIONAL LEADERSHIP

30 years of Air Force leadership in specialized aircraft maintenance teams, Stealth Fighter development, Special Tactics squadron & group command, senior leadership posts, and operations in Afghanistan, Iraq, the Balkans, & Central America.

PROFESSIONAL TEACHING & FACILITATION

More than a decade in public education; instructed senior U.S. and international audiences; led multiple special operations leadership & mission planning workshops.

INTERNATIONAL & JOINT LEADERSHIP

Military advisor in El Salvador; command of U.S. Military Group in Honduras; extensive joint and international coordination.

EDUCATION & CERTIFICATION

B.S. Engineering, U.S. Air Force Academy; master's degrees in Aeronautical Science and Strategic Studies; Air War College; Maxwell Leadership Certified Speaker.

COMMUNITY LEADERSHIP Founded and leads the Northwest Florida JROTC Summer Leadership School: 15 completed programs and 798 graduates to date.

"His lessons are practical, clear, and ready to use right away. Executives and managers leave with tools they can apply the next morning, and those tools hold up when the pressure is on."

— Anthony "NG" Negron, President, STOALS Etc. Institute

Three Signature Keynotes. Three Critical Leadership Challenges.

Extraordinary stories and practical leadership lessons for organizations of every kind.

01 / FOUR JUMPS

Lessons in Leadership When the Stakes Are High

Four extraordinary parachuting experiences reveal how leaders earn lasting trust, prepare teams for consequential challenges, and exercise sound judgment when the stakes are high.

PARTICIPANTS WILL LEAVE BETTER EQUIPPED TO:

- Build lasting trust through honest communication, strong relationships, and follow-through.
- Prepare teams for high-stakes challenges by building shared purpose, competence, and accountability.
- Make sound decisions under pressure while balancing mission needs with care for people.

02 / LEADERSHIP IS NOT ABOUT YOU

How Effective Leaders Achieve Mission Success and Build High-Performing Teams

Discover how service-centered leaders establish clear direction, develop capable people, welcome candid truths, and build accountable, high-performing teams.

PARTICIPANTS WILL LEAVE BETTER EQUIPPED TO:

- Turn priorities into clear goals, roles, and standards that lead to individual & organizational success.
- Help people grow by giving them meaningful responsibility, support, and room for initiative.
- Build a culture where people speak candidly, listen openly, and take responsibility for results.

03 / DECIDE IN UNCERTAINTY

How Leaders Think, Decide, and Act When the Answer Isn't Clear

Five vivid firsthand experiences show leaders how to challenge assumptions, weigh competing risks, make responsible decisions and own the outcomes.

PARTICIPANTS WILL LEAVE BETTER EQUIPPED TO:

- Separate facts from assumptions and focus on uncertainties that could change a decision.
- Seek expertise, weigh risks, and know when to analyze further—and when to act.
- Make principled decisions without guarantees, adapt to new information, and own the outcome.

A Speaker's Message. An Educator's Discipline.

TAILORED LEADERSHIP WORKSHOP TOPICS

Values-Based Leadership — Turning guiding principles into consistent leadership behavior.

Effective Decision Making — Making responsible decisions when the answer is not clear.

Establishing Organizational Vision, Expectations & Goals — Developing clear direction and aligning people to achieve it.

These are proposed instructional designs for tailored workshop sessions. Specific activities, duration, and deliverables will be finalized for each engagement.

Keynote programs are designed for approx. 55 minutes; program emphasis & event logistics are tailored with each host.

SHORT CONFERENCE-PROGRAM BIOGRAPHY

Colonel Ken Rodriguez, U.S. Air Force (Retired), is a speaker and leadership educator whose career spans 30 years of Air Force service and more than a decade in public education. He commanded Special Tactics squadrons and the 720th Special Tactics Group, served as Vice Commander of 23rd Air Force, and led international security cooperation efforts. He has instructed U.S. and international military and government audiences and led multiple special operations workshops. He founded the Northwest Florida JROTC Summer Leadership School, which has completed 15 programs and graduated 798 students to date. Through firsthand stories, humor, & practical lessons, Ken challenges leaders to serve their missions and their people.

SUGGESTED STAGE INTRODUCTION

Our speaker has spent decades leading, teaching, and developing people in situations where mission success depends on trust, sound decisions, and effective teamwork. Colonel Ken Rodriguez served 30 years in the U.S. Air Force, commanding elite Special Tactics units and serving in senior leadership and international assignments. Following his military retirement, he has taught in public education, instructed military & government professionals and founded a youth leadership school with nearly 800 graduates to date. Drawing on extraordinary firsthand experiences, Ken combines engaging stories, humor, profound insight, practical wisdom, and useful leadership lessons for organizations of every kind. Please join me in welcoming Ken Rodriguez.

WHAT EVENT ORGANIZERS SAY

"Ken captivated a room of more than 200 adults and students with his energy, insight, and leadership message."

— Scott M. Guilbeault, AFJROTC Senior Aerospace Science Instructor, Pensacola High School

ADDITIONAL LEADERSHIP AND CHRISTIAN PROGRAMS

Maxwell Leadership Programs | Christian Talks & Workshops

LET'S TALK ABOUT YOUR NEXT EVENT

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SCAN TO EXPLORE