

# Daymond John – Speaking Topics

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## Daymond John's 5 Shark Points for Success

From FUBU to Shark Tank and countless ventures in between, Daymond John's phenomenal entrepreneurial journey has spanned more than 25 years. In this dynamic presentation, Daymond breaks down the core tenets of his success, which he has distilled into tangible takeaways that he calls his five S.H.A.R.K. points. Whether you're an entrepreneur, intra-preneur, student, corporate employee or executive, this talk will inspire you, as it has thousands of people around the world, to reconsider your approach to making positive changes in your life. Each presentation is customized, with the most frequently requested sub themes being: Sales, Branding, Entrepreneurship, Corporate, College Students, and Diversity.

## From Red Lobster to Shark Tank: Setting Goals & Being Self Motivated

In this exciting keynote, "The People's Shark", Daymond John, takes audience members behind the curtain to hear all about his inspiring and emotional rollercoaster career path. Audiences hear first-hand how a man with no formal business training whatsoever, went from driving cabs and waiting tables at Red Lobster to creating a global fashion empire with retail sales exceeding four billion dollars to date, and starring on ABC's Emmy Award-winning series, *Shark Tank*. Daymond entertains and awes audience members with true-life tales of his incredible successes and numerous failures. Equally important, however, he motivates, inspires, and teaches them how to set and go after their own goals with newfound focus and determination.

## Rise & Grind: Outperform, Outwork, and Outhustle Your Way to a More Successful and Rewarding Life

Based on his *New York Times* best-selling book, Daymond John delivers a pull-no-punches speech about how grit, persistence, and good old-fashioned hard work are the backbone of every successful business and individual, and inspires audiences to *Rise & Grind* their way the top. Convenient though it may be to believe that you can shortcut your way to the top, Daymond explains that in actuality, if you want to get and stay ahead, you need to put in the work. You need to out-think, out-hustle, and out-perform everyone around you. Daymond takes an up-close look at the hard-charging routines and winning secrets of individuals who have *risen* to the challenges in their lives and *grinded* their way to the very tops of their fields. Along the way, he also reveals how grit and persistence both helped him overcome the obstacles he has faced in life and ultimately fueled his success. Most importantly, he shares how they can fuel you too.

## Diversifying Work Spaces & Work Forces

Did you know that a Mexican janitor at Frito Lay came up with the idea for Flamin' Hot Cheetos, which became their top-selling product? It was possible because he heard the president of the company tell the employees to act like owners. So he did. Daymond John tells his versions of these kinds of stories for two reasons: first because it demonstrates that great ideas can come from anywhere, and second, to compel business leaders to create favorable conditions for their teams to thrive. As the Co-Founder & CEO of FUBU, Daymond led a diverse workforce to the \$6 billion global behemoth that it became. In 2017, Daymond drew on that experience to help inform a state of the art, open concept workspace called Blueprint + Co. As Daymond tells audiences, 21st century workplaces thrive on open communication, inclusivity, diversity of thought and a physical floor plan to support those ideals. Daymond argues that businesses who surround themselves with like-minded voices and siloed workspaces lack the ability to approach challenges from different angles, limiting their potential to grow. In this uniquely developed speech, Daymond provides audiences with practical takeaways and advice for embracing diversity beyond the traditional meaning, to help bolster your bottom line.

## Surviving Cancer & How Early Detection Saved My Life

After a routine physical revealed a nodule on his thyroid, Daymond John knew he had to act and face the terrifying possibility of cancer head on. He decided to undergo an operation to remove the mass, which ultimately proved to be cancerous. As a "shark" in the business world, Daymond used this mindset and decided to take on the cancer before it beat him. Now, he wants audiences to understand the importance of early detection and facing illness head on.