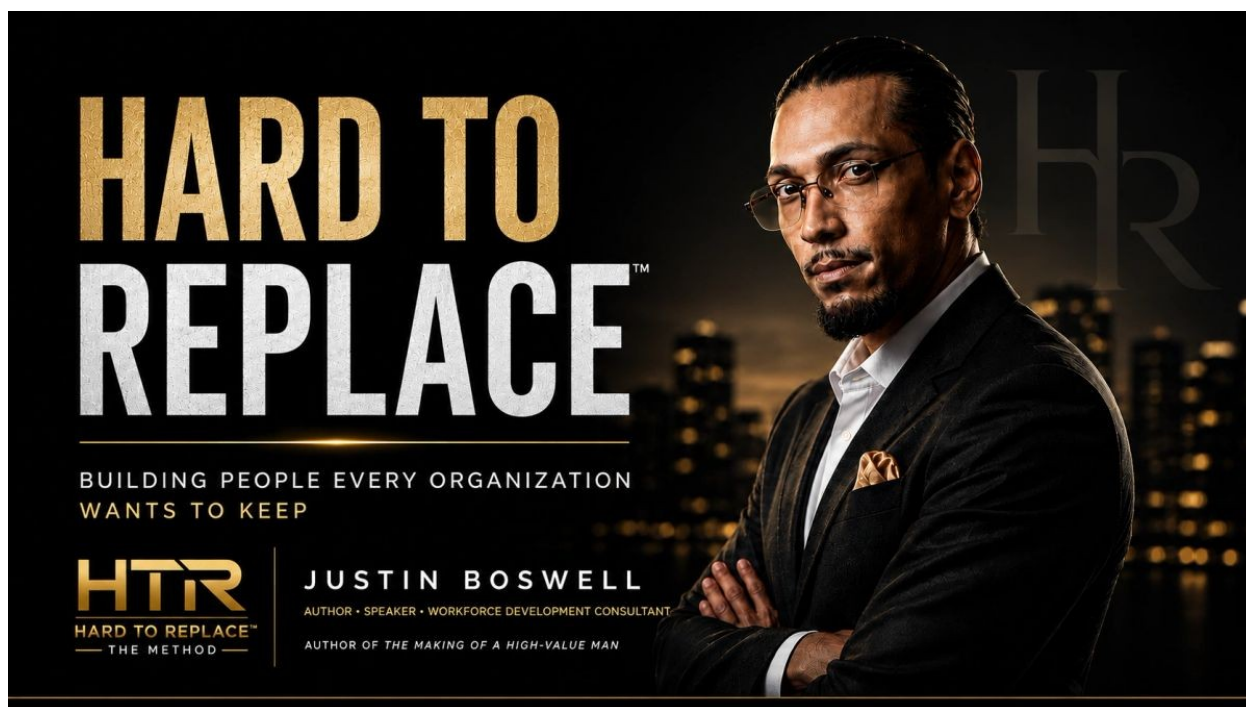




SIGNATURE KEYNOTE

WHAT DOES YOUR LIFE PROVE?

From Intention to Evidence

Everyone has goals. But life, work, and leadership are experienced through evidence: the standards we protect, the systems we repeat, and the value we create. In this interactive keynote, Justin challenges audiences to stop measuring themselves by intention and start building the habits, reliability, and ownership that earn trust.

AUDIENCES LEAVE ABLE TO

- Identify where daily evidence conflicts with stated goals.
- Distinguish goals, standards, and systems.
- Choose one high-leverage responsibility.
- Commit to one specific Next Brick™ they can place immediately.

THE HTR DIFFERENCE

Not a temporary motivational spike. Every experience uses story, reflection, practical frameworks, and audience participation to turn insight into a measurable next action.

"Do not chase being noticed. Become worth noticing."

SIGNATURE TALKS

OWN THE STANDARD™

Stop Negotiating With Yourself

Why motivation fails - and how protected standards create identity, reliability, and results.

AUTOMATE THE HABIT™

Why Systems Matter More Than Motivation

How to reduce friction, redesign the environment, and build consistency that no longer depends on mood.

LEAD BEFORE THE TITLE™

Build Influence Before Authority

How character, communication, service, and follow-through turn everyday behavior into earned trust.

IDEAL FOR

Leadership conferences | Colleges and universities | Workforce and career-readiness programs | Corporate teams | Athletic programs | Professional associations

AVAILABLE FORMATS

45-60 minute keynote | 60-90 minute interactive workshop | Half-day or full-day intensive | 3-6 session series

ABOUT JUSTIN

Justin Boswell is an author, speaker, entrepreneur, and creator of the Hard To Replace™ Method. He helps students, professionals, and emerging leaders build ownership, raise standards, strengthen discipline, and become people others can trust. He is the author of The Making of a High-Value Man: How to Become Strong, Useful, and Hard To Replace.

BRING HARD TO REPLACE™ TO YOUR NEXT EVENT

Speaking engagements | Training | Interviews | Collaborations

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