KEYNOTE SPEAKER | ENTREPRENEUR | GRAMMY & EMMY WINNER
MARKETING EXPERT | PHILANTHROPIST | GLOBAL BRAND BUILDER

CHARLIE ROCKET

THE WINNING STREAK EFFECT™

TURN QUIET PESSIMISM INTO **BELIEF, ACTION & ORGANIZATIONAL MOMENTUM.**



PEOPLE
PROOF
MOMENTUM
A BRIGHTER TOMORROW

TRUSTED BY

Red Bull · YouTube · EO · Adobe · TED · NASCAR · REALTOR® · kw KELLERWILLIAMS · DUKE · VeeCon

THE PROBLEM

THE GREATEST THREAT TO INNOVATION ISN'T FAILURE. IT'S QUIET PESSIMISM.

Quiet pessimism happens when people stop believing the big idea will work. They take fewer swings. Innovation slows. Sales teams protect themselves from rejection. Leaders lower expectations. Eventually, playing small starts to feel responsible.

THE WINNING STREAK EFFECT™

A FRAMEWORK FOR ENGINEERING ORGANIZATIONAL MOMENTUM.

PROOF → **BELIEF** → **ACTION** → **MOMENTUM** → **CULTURE**

- **PROOF** — Create evidence of progress.
- **BELIEF** — Believe before the evidence says it's possible.
- **ACTION** — Take bigger swings.
- **MOMENTUM** — Drive compounding results.
- **CULTURE** — Make winning the new normal.

CHARLIE CALLS IT DELUSIONAL OPTIMISM.™



WHY CHARLIE?

HE'S NOT TEACHING BUSINESS FROM A TEXTBOOK.
HE'S BUILT IT IN THE REAL WORLD.

- GRAMMY & EMMY WINNER
- 9M+ FOLLOWERS
- MULTIPLE 7-FIGURE BUSINESSES
- MARKETING EXPERT
- PHILANTHROPIST

Charlie has spent his career turning improbable ideas into businesses, brands, audiences and movements — and now teaches organizations the psychology that makes extraordinary momentum possible.

WHAT CHANGES INSIDE YOUR ORGANIZATION

INNOVATION
People take bigger swings before the outcome is guaranteed.

SALES
Teams create momentum instead of waiting to feel confident.

LEADERSHIP
Leaders manufacture belief during uncertainty instead of spreading pessimism.

CULTURE
Winning becomes something people expect — not something leadership has to constantly demand.

FROM THE ROOM



"Best speaker I have ever heard."
– ATTENDEE



"Best speaker in the last 3 years."
– ATTENDEE



"Best we've ever had."
– EVENT ORGANIZER

BOOK CHARLIE →

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"Pessimism protects organizations from looking foolish. It also protects them from doing anything extraordinary."
– CHARLIE ROCKET

BUILT FOR:
LEADERSHIP TEAMS | SALES ORGANIZATIONS | COMPANY KICKOFFS | ANNUAL MEETINGS | CULTURE EVENTS

KEYNOTES • WORKSHOPS • PODCASTS • CUSTOM EXPERIENCES