

A man in a dark suit and red tie stands at a podium, speaking into a microphone. He is looking slightly to his left. The background is dark and out of focus.

Leadership is Service.

CHRIS VALLETTA

KEYNOTE SPEAKER · FORMER NFL LINEMAN · FOUNDER · NATIONAL TV CONTRIBUTOR

LEADERSHIPISERVICE.COM

THE SPEAKER

He learned the most about leadership the day he got cut from the NFL.

Chris Valletta played offensive line at Texas A&M and in the NFL, the position whose entire job is protecting somebody else. He was **part of building four companies and selling them**, among them MISSION, a leader in heat health and safety whose work with UPS and its five hundred thousand drivers took him to the United Nations Health Equity Forum.

Today he works with a team that invests in and backs the blue-collar businesses that keep the country's infrastructure running. He founded **AmplifyU** at Texas A&M, the first accredited university program built to turn an athlete's instincts into business skills. And he has gathered **more than two hundred pocket Bibles** carried by American soldiers on the front lines, from the Revolutionary War to today.

It is all one idea. **You lead by what you are willing to carry.**



TEDXTAMU · 2025

100+

NATIONAL TV
SEGMENTS SINCE 2014

2

TEDX
TALKS

5

LEADERSHIP
BOOKS

200+

SOLDIERS' BIBLES
COLLECTED

4

COMPANIES
BUILT AND SOLD

THE KEYNOTES

Nine keynotes. One idea.

Grouped the way a planner shops. Every talk is built for your room on a pre-call, and every one traces to leadership is service.

SIGNATURE KEYNOTE

Rope-Holders

Who is holding your rope? The keynote the whole brand is built on.

LEADERSHIP AS SERVICE

What You Are Willing to Carry

Leadership told through the collection of soldiers' Bibles.

LEADERSHIP AS SERVICE

How Values Will Save America's Leadership

The 2025 TEDxTAMU talk, adapted for your stage.

THE AI ERA

AI Readiness Is a Leadership Problem

AI will not take over the world. The people who know how to use it will.

TEAMS & TALENT

The Untapped Bench

The leadership talent hiding in plain sight. The idea behind AmplifyU.

TEAMS & TALENT

The Championship Business Team

How a locker room becomes a company.

TEAMS & TALENT

The Day You Get Cut

Adversity, reinvention, and what you are made of.

THE TRADES

Red, White and Blue Collar

Leadership in the essential businesses everybody depends on.

HISTORY & LEADERSHIP

The Past Is a Playbook

The leaders who came before us already faced your hardest calls.

IN DEPTH

Three of the nine, up close.

Each talk runs 45 to 60 minutes and is built for your room on a pre-call.

Rope-Holders SIGNATURE

Who is holding your rope?

The signature keynote on leadership as service, built from the question a coach asked Chris at his first practice: if you were hanging off a cliff by a rope, who do you want on the other end, and are you that person for anyone else?

WHAT THE ROOM LEAVES WITH

A shared language and a decision to be the person on the other end of the rope. One company made it a pillar of their 2026 strategic plan.

EVERY AUDIENCE · CULTURE, TEAMS, LEADERSHIP

AI Readiness Is a Leadership Problem

AI will not take over the world. The people who know how to use it will.

As machines take over the execution, the scarce thing is no longer skill. It is judgment, character, and the willingness to serve the person next to you. AI readiness is a leadership question, not a software project.

WHAT THE ROOM LEAVES WITH

Less fear of the wave, and a plan for the human things it cannot copy that a CEO and a frontline manager can both act on.

CORPORATE, EXECUTIVES, AND CONFERENCES

The Untapped Bench

The best leaders you will ever hire already think like an athlete.

Athletes are the most overlooked source of leadership talent in the workforce. This talk shows a room how to spot the instincts, hire for them, and build them in people who never played a down. It is the idea that became AmplifyU.

WHAT THE ROOM LEAVES WITH

A practical way to develop the leaders already on your bench, and a culture that rewards the work that wins.

UNIVERSITIES, ATHLETIC DEPARTMENTS, TALENT AND CULTURE, OPERATORS

HOW I WORK

I serve you before I ever take the stage.

I have never given a talk that wasn't personal. Here is what it is like to bring me in.



01 THE CONVERSATION

It starts with you, not my slides.

Before a date is even set, I want time with the leaders bringing me in. What matters to you, what's weighing on your people, what this room needs to walk out believing. I can't serve you until I understand you.



02 IN PERSON

I want to know the room, not guess at it.

When I can, I come meet your people before the event, somewhere real, not a green room ten minutes before I walk on. The best talks come from knowing the room.



03 THE MESSAGE

A talk built around your mission.

What I speak about doesn't change, because it's who I am. The stories I reach for and where I land it get built around your organization. You get a talk made for your people, not a rerun of last week's.



04 ON STAGE

No show. The truth, straight.

No performance. I speak directly and honestly, the same way I would across a table from you. It's the only way I know how, and it's why it lands.



05 AFTER

A relationship, not a transaction.

I don't disappear when the talk ends. I hand the room my email and my LinkedIn, and I answer every person myself. If I can open a door or make a connection for you, I will.

FORMATS AND BOOKING

Simple to book.

Every engagement includes a pre-call, a talk built for your room, live Q&A, and bulk book availability. Travel and expenses for in-person dates are quoted separately.

Virtual 1:1 60 minutes, one on one.	Virtual keynote 60 minutes, live by video.	In-person keynote Main stage, nationwide.	Half-day workshop A working session with your team.
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Faith, education, and nonprofit, in person. One door kept priced so a school, a church, or a nonprofit is never turned away by the number. A values decision, not a discount.

TERMS

25% deposit holds the date, refundable within 7 days of booking.

Books. Bulk copies available for attendees at a discount.

Recording. You own your event recording. Chris keeps the right to use clips in his own promotion, an opt-out you can remove.

TRAVEL AND LOGISTICS

Air. Economy under three hours, premium for three hours or more.

Ground and hotel. One to two nights at or near the venue.

Home base. Texas. Speaks nationwide. Typical lead time six to twelve weeks.

WHERE HE HAS SPOKEN

On the platform.



ON AIR



Over 100 national television segments across a decade, on Fox Business, Fox News, Fox & Friends, Outnumbered, Varney & Co., CNN, MSNBC, HLN, and Fox 5 New York, plus a delegacy to the United Nations Health Equity Forum.

Blue Collar Boom

Skilled Trades Shortage

Gen Z & Blue Collar

AI: US vs China

Powering America

Faith & Family

TEDX, TWICE

How Values Will Save America's Leadership.

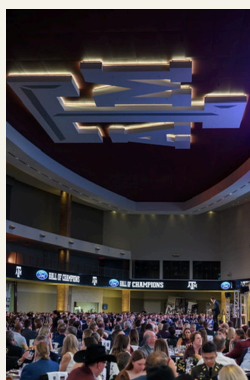
TEDxTAMU, 2025.

Why Athletes Are the Missing Link in Leadership.

TEDx Water Street, 2021.

CREDENTIALS

One of sixteen chosen from roughly one million applicants for The Apprentice. Foreword to **TEAM WORKS!** by Donald J. Trump. Former Chairman, NFL Alumni Health and Wellness Committee. Advisor, McFerrin Center for Entrepreneurship.

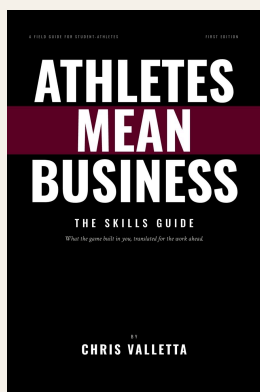


1,100 guests at the Aggie 100, Hall of Champions, Kyle Field.

THE BOOKS

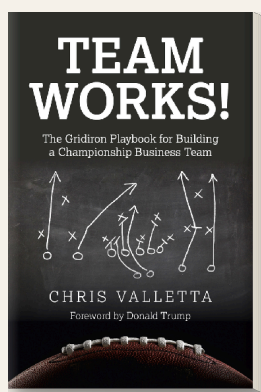
Five books. One subject.

All five are leadership books. One body of work, written for five different readers.



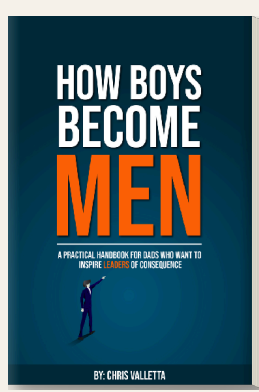
Athletes Mean Business: The Skills Guide

For student-athletes and former athletes starting a career.



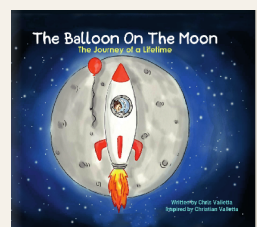
TEAM WORKS!

For business leaders. Foreword by Donald Trump.



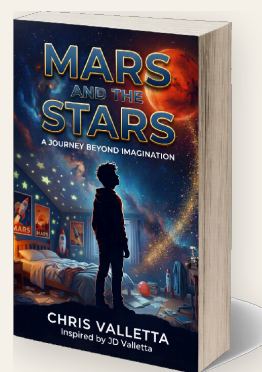
How Boys Become Men

For fathers raising leaders of consequence.



The Balloon on the Moon

Written for his son Christian, then nine.



Mars and the Stars

Written for his son JD, then thirteen.

Leadership for the boardroom, the locker room, and his own two boys. Same idea, five readers.

WHAT ROOMS SAY

The proof is in the room.

“

His theme of **holding the rope for each other** struck a powerful chord. That message has had a lasting impact on our organization and is now one of the three core pillars guiding our 2026 strategic plan.

Few speakers can claim that their message not only inspired a room but went on to shape long-term strategic direction. Chris did exactly that.



AUSTEN POWELL
VICE PRESIDENT, STRATEGIC OPERATIONS · CIVITAS SENIOR LIVING

“

The difference with Chris is that he not only talks the talk, but he has **walked the walk**. Many of our team is still talking about his challenge to be a Team of Ropeholders that can accomplish anything.

He has an incredible gift for commanding a room and leaving people energized. We would recommend him to anyone looking for a keynote speaker.



ADAM L. FERIEND
OWNER AND CHIEF OPERATING OFFICER · JRJ CONSTRUCTION

WORKING TOGETHER

What to expect.

Every booking includes a pre-call, so the talk is built for your room.

Based in Texas, speaks nationwide.

On-site: wireless lavalier mic, a confidence monitor, and HDMI for slides.

Virtual is broadcast quality. A decade on national television.

Bulk copies of the books available for attendees.

Typical lead time is six to twelve weeks. Virtual can move faster.

Bring this to your team.

Check availability and book at leadershipisservice.com.

[LEADERSHIPISERVICE.COM](https://leadershipisservice.com) · [YOUTUBE.COM/CHRISVALLETTA](https://youtube.com/chrissetta) · [LINKEDIN.COM/IN/CHRISVALLETTA](https://linkedin.com/in/chrissetta)

Leadership is Service.