

SPEAKER KIT · 2026

**E** ERIC BROOKER

# Eric *Brooker.*

Keynote Speaker · Best-Selling Author · Host,  
Counsel Culture

On worthiness, relationship capital, and the little  
things that move the next twelve months.

FOR  
Meeting Planners · 2026

BASED  
Minnesota

ERIC BROOKER · SPEAKER KIT

PHOTOGRAPH · ON STAGE, MINNEAPOLIS

01 / 18<sup>HI</sup>.





# I spent twenty-five years inside corporate America. Then I started asking the *quieter question*.

Eric Brooker is a keynote speaker, best-selling author, and host of **Counsel Culture**, a top 1% global podcast with more than 150 episodes and 1,200 hours of conversation with the people leaders actually read.

He books Fortune 500 sales kickoffs, association main stages, and nonprofit galas. His work lives at the intersection of *worthiness*, *relationship capital*, and the little things that compound into culture. He lives in Minnesota with his wife and seven kids. They are the proof of concept.

**25** YEARS INSIDE CORPORATE AMERICA

**150+** COUNSEL CULTURE EPISODES

**1,200+** HOURS OF CONVERSATION

**7** KIDS. THE PROOF OF CONCEPT.

*on stage.*

MINNEAPOLIS • 2025

*Consider this my prescription for the rest of your life.*

**AA.**

Andy Andrews  
NYT BEST-SELLING AUTHOR

Your best people aren't leaving because of strategy. They're leaving because they don't feel like *they're enough.*

*EB*

ERIC BROOKER • SPEAKER, COUNSEL CULTURE HOST

# Two bios. *Both signed off.*

SHORT BIO ≈ 60 WORDS · RUN-OF-SHOW

Eric Brooker is a keynote speaker, best-selling author, and host of *Counsel Culture*, a top 1% global podcast. He books Fortune 500 sales kickoffs, association conferences, and nonprofit galas.

Twenty-five years inside corporate America. Three signature keynotes on worthiness, relationship capital, and the little things. He lives in Minnesota with his wife and seven kids.

*"The little things mean everything."*

FULL BIO ≈ 220 WORDS · PRINTED PROGRAM

Eric Brooker is a keynote speaker, best-selling author, and host of *Counsel Culture*, a top 1% global podcast with more than 150 episodes and 1,200 hours of conversation with the people leaders actually read: Marshall Goldsmith, Patrick Lencioni, Ken Blanchard, Sage Steele, Andy Andrews, Ryan Leak.

He spent twenty-five years inside corporate America. He now stands on the stages he used to sit in front of. Eric's three signature keynotes (*You are enough.*, *Relationship capital.*, *The little things.*) connect into a single framework: worthiness underneath, connection in the middle, presence on top.

He has been trusted by Fortra, AWS, Coro, Telarus, Titus Talent, Sandler Partners, Channel Partners, and Spectrum. He books sales kickoffs, leadership offsites, association main stages, and nonprofit galas. Andy Andrews, NYT best-selling author of *The Traveler's Gift*, calls Eric's work "my prescription for the rest of your life."

Eric lives in Minneapolis, Minnesota with his wife and seven children. They are, in his words, *the proof of concept.*

# Three keynotes. *One truth.*

## 01

*You are enough.*

Why worthiness is the *hidden advantage* in leadership, performance, and life.

THE FOUNDATION • 60-90 MIN

## 02

*Relationship capital.*

The only asset that *appreciates* in times of change.

THE CONNECTOR • 60-90 MIN

## 03

*The little things.*

Because the little things *mean everything*.

THE COMPOUNDING • 60-90 MIN

**WORTHINESS IS THE FLOOR. RELATIONSHIP CAPITAL IS THE STRUCTURE. THE LITTLE THINGS ARE WHAT PEOPLE REMEMBER.**

# 01 You are *enough*.

Why *worthiness* is the hidden advantage in leadership, performance, and life. A reframe of burnout, imposter syndrome, and performance pressure through the lens of grounded confidence.

## THE PROBLEM

High performers are quietly running on fumes. They look fine. They ship the work. They also wake up at 4:12 a.m. wondering if anyone would notice if they stopped. *Imposter syndrome* is not a personality trait. It is a culture telling someone, in a thousand small ways, that they have not yet earned their seat.

## WHAT CHANGES ON MONDAY

Managers stop motivating with fear and start naming what's already there. One-to-ones get a new opening question. The high performer who was about to leave gives it one more quarter, for different reasons than retention bonuses can buy.

## THE TRANSFORMATION

Eric replaces the achievement loop with a worthiness loop. The audience leaves with one sentence they can say out loud, in their own voice, that *finally lands*. Not affirmation. Foundation. Everything else compounds on top of it.

## THE STAIR-STEP · WHAT GETS BUILT ON WHAT

You are *enough*.  
Then you can *lead yourself*.  
Then you can *lead others*.  
Then the little things *compound*.

# 02 Relationship *capital.*

The only asset that *appreciates* in times of change.  
Human connection positioned as a strategic asset. The business case for caring, backed by 25 years in the room and 150 plus conversations on culture.

## THE PROBLEM

Markets compress. Tools change every nine months. Teams reshuffle. What survives a reorganization is not a process. It is who picks up the phone when the press release goes out. *Relationships are the only balance sheet item* that gains value when everything else loses it.

## WHAT CHANGES ON MONDAY

Sales reps stop optimizing for the close and start optimizing for the second conversation. Channel teams reinvest in the partners who showed up in the down quarter. The customer who was a logo on Monday is a reference call on Friday.

## THE TRANSFORMATION

Eric reframes relationship-building from a soft skill into a measurable asset class. He gives the audience the language to defend the budget for connection, to a CFO, in a meeting where the slide deck reads *do more with less.*

## ASSET CLASS

Tools. Process. Tactics.  
*Depreciating.*



## THE OTHER ASSET CLASS

Trust. Time given. Calls returned.  
*Appreciating.*

## 03

# The little things.

Because the little things *mean everything*. Small, consistent human behaviors create outsized impact on retention, morale, innovation, and resilience. The proof that sits under everything else.

## THE PROBLEM

Culture decks talk in capital letters. Real culture is built in lowercase: in the hallway, on the parking lot walk-out, in the twelve-second exchange before the meeting starts. We have measured the big things for so long that we forgot the *little ones run the place*.

## WHAT CHANGES ON MONDAY

The senior leader writes a six-line note instead of a Slack reaction. The manager learns one new thing about every direct report by Friday. The exec floor remembers the names of the people on the help desk floor. None of this *scales*. All of it works.

## THE TRANSFORMATION

Eric maps the unmeasured behaviors that decide whether someone recommends working at your company to their oldest friend. The audience leaves with a list of *specific small acts* that compound. Not aspirational. Practical.

## THE LITTLE THINGS · A WORKING LIST

- 01 The *name* on the third meeting.
- 02 The follow-up *without* an ask.
- 03 The first three minutes of *any* one-to-one.
- 04 The handoff that *doesn't* drop.
- 05 The note *after* the win.
- 06 The call *during* the loss.

# All three keynotes. *On one page.*

Built for the booker who has thirty seconds to pick one. Print it, forward it, drop it in a Slack to the CHRO. The detailed versions live on pages six, seven, and eight.

NO.	TITLE · TAGLINE	THE PROBLEM	THE OUTCOME	BEST FOR
01	<b>You are enough.</b> Why worthiness is the hidden advantage.	High performers are quietly burning out. <i>Imposter syndrome</i> is reading the room wrong, then never trusting the read again.	A foundation, not a pep talk. The audience leaves with one sentence in their own voice. <i>Everything compounds on top of it.</i>	SKOS LEADERSHIP OFFSITES ALL-HANDS
02	<b>Relationship capital.</b> The only asset that appreciates in change.	Tools depreciate in nine months. Process is rewritten every reorganization. <i>Trust</i> is the only line item that gains value.	A defensible business case for caring. Language a sales VP can use with a CFO. <i>Reps re-optimize</i> for the second conversation.	CHANNEL CONFERENCES CS LEADERSHIP
03	<b>The little things.</b> Because the little things mean everything.	Culture decks talk in capital letters. <i>Real culture</i> is built in lowercase, in the hallway, in the parking lot, in twelve-second exchanges.	A working list of specific small acts that compound. Practical, not aspirational. <i>Different Mondays</i> for senior leaders.	GALAS ALL-HANDS YEAR-END EVENTS

THE THROUGH-LINE  
THEY MEAN EVERYTHING.

Worthiness is the *floor*. Relationship capital is the *structure*. The little things are *what people remember*.

# Three rooms. *Three conversations.*

Same speaker. Different room temperature. Eric tunes the talk to the moment of the day, the room he's standing in, and the audience in front of him. Three places he's most at home:



— ON STAGE • 2,000 LEADERS, MAIN SESSION

## 01 — CORPORATE

**Sales kickoffs.  
Leadership  
offsites. All-hands.**

Fortune 500. Mid-market. Built for rooms where the next twelve months hinge on the first ten minutes.

Booked when the SVP needs the team to *walk out different* than they walked in. Sets tone for the year.

## 02 — ASSOCIATIONS

**Industry  
conferences.  
Channel events.**

Opener, closer, or master of ceremonies. The keynote partners book when the room has heard everything before.

Booked when the program needs a *through-line*. Stitches the day. Sends people back into sessions ready to listen.

## 03 — GALAS & MC

**Nonprofit galas.  
Donor-facing.  
Master of  
ceremonies.**

Mission-driven. The hands you hand the room to when the night has to actually land.

Booked when the cause needs a voice that holds the room *without making it about him*.

# Six ways to put Eric *on the schedule.*

Every format is customized to the room. Time on stage is the visible part. What sits underneath: a discovery call, an audience read, and a rewrite of the keynote for your specific audience.

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- |  |   |
|--|---|
| <p><b>01</b>    <i>The Keynote.</i>    60 MIN</p> <p>The signature talk. Customized to your audience and the moment of the day. Q&amp;A optional.</p>                    | <p><b>02</b>    <i>The Interactive.</i>    90 MIN</p> <p>Keynote + structured audience moments. For rooms where the leaders need to talk to each other, not just to Eric.</p> |
| <p><b>03</b>    <i>The Workshop.</i>    HALF-DAY</p> <p>Half-day immersion. Worksheets. Small-group work. Leaves the team with a tangible playbook.</p>                  | <p><b>04</b>    <i>The Virtual.</i>    45 MIN</p> <p>Engineered for a screen. Built-in chat moments, breakout prompts, and a recording the team can replay.</p>               |
| <p><b>05</b>    <i>Master of Ceremonies.</i>    FULL EVENT</p> <p>Full event. Eric holds the room across sessions, panels, and award moments. Through-line included.</p> | <p><b>06</b>    <i>The Custom.</i>    LET'S TALK</p> <p>Doesn't fit the menu. Co-developed with your team. Multi-stop tours, fireside formats, custom workshops.</p>          |
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# Counsel Culture.

**TOP**  
GLOBAL RANKING  
**1%**

**150+**  
EPISODES RECORDED

**1,200+**  
HOURS OF CONVERSATION

**WEEKLY**  
NEW DROPS



## RECENT GUESTS · A SHORT LIST

- EP. 142 **Marshall Goldsmith** *On second chances*
- EP. 128 **Patrick Lencioni** *On humility*
- EP. 119 **Sage Steele** *On the long game*
- EP. 107 **Ken Blanchard** *On showing up*
- EP. 094 **Ryan Leak** *On the goodbye*
- EP. 081 **Andy Andrews** *On the prescription*

# For the *production team*.

A clean baseline. Standard for a 200 to 5,000 seat room. Anything missing here is a conversation, not a deal-breaker. We adapt to the venue. We bring our own slack.

## 01 AUDIO

- Lavalier or over-ear mic. Wireless. Backup transmitter on hand.
- Confidence monitor or in-ear feed for music cues.
- House left/right mains plus a downstage fill if depth exceeds 60 ft.
- A laptop input for video and music playback.

## 03 LIGHTING

- Even, warm front wash. No follow spot unless requested.
- House lights at 30 percent. Eric works the room and reads faces.
- No pyro, haze fine, no strobe.
- Stage temp 3200K target.

## 05 RUN OF SHOW

- Sound check minimum 60 minutes before doors.
- Walk the stage with the AV lead, full cue-to-cue.
- Intro script provided. Reader at the lectern or VO.
- Recording rights for personal archive, not commercial use.

## 02 VIDEO

- 16:9 projection or LED wall, native 1920×1080 minimum.
- HDMI input at the lectern position, plus a USB-C adapter standing by.
- IMAG cameras recommended for rooms over 800 seats.
- A clean program feed for recording, no logo bug.

## 04 STAGE

- Minimum 24 ft wide, 12 ft deep. No lectern. No barstool unless agreed.
- Confidence monitor downstage center, time clock visible.
- Clear path from stage to floor for Q&A or audience work.
- Water, room temperature, no glass.

## 06 TRAVEL & GREEN ROOM









- Single private green room, not shared, with a mirror and bottled water.
- Direct flight from MSP when available. Premium economy or above.
- Ground transport door-to-door for events over 200 miles from Minneapolis.
- One assistant on site for events over 1,000 attendees.

### NOTE

Production teams: anything you don't have, we'll work around. The shortest path to a good show is a phone call. Reach us at [media@ericbrooker.com](mailto:media@ericbrooker.com).

# Rooms Eric has held. A *short list.*

Eight companies. Eight different rooms. Same speaker. The fuller client list is available on request: enterprise, channel, associations, and the nonprofit galas that don't put a logo on the marketing site.

 ENTERPRISE • SKO	 ENTERPRISE • PARTNER	 CHANNEL • KICKOFF	 CHANNEL • CONFERENCE
 CONFERENCE • KEYNOTE	 CHANNEL • MC	 INDUSTRY • MAIN STAGE	 ENTERPRISE • LEADERSHIP

AN ENDORSEMENT • ANDY ANDREWS

Consider this *my prescription* for the rest of your life.

— Andy Andrews • NYT BEST-SELLING AUTHOR • THE TRAVELER'S GIFT

# For the *person at the lectern.*

Read this slowly. The pauses are deliberate. They are not stage direction. They are part of the script. The room will fill them for you. *Let it.*

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A1 Ladies and gentlemen.

— PAUSE

A2 In a moment, our next speaker will walk onto this stage.

— PAUSE

B1 He spent twenty-five years inside corporate America.

B2 He has hosted more than 150 conversations with the people we read.

B3 He is the host of a top 1% global podcast called *Counsel Culture*.

— PAUSE

C1 He is the father of seven children.

C2 He calls them *the proof of concept*.

— PAUSE

D1 Tonight he is here to talk about the little things.

D2 The ones we stop noticing.

D3 The ones that *mean everything*.

— FULL STOP

E1 Please welcome to the stage:

E2 **Eric *Brooker*.**

# For programs, press, and *the run-of-show.*

High-resolution files are available from [media@ericbrooker.com](mailto:media@ericbrooker.com). Please credit the photographer when used in print. Crop freely.



# Faster than a *form.*

Book a call on Eric's calendar. Send an email. We answer within *24 hours*, often within the hour. Weekends. Every time zone. No automation. A human reads it.

## OUR PROMISE

A real human on the other end. Within *24 hours*. Often within the hour.

# Talk to *Eric's team.*

**CALENDAR** [calendly.com/eric-thechannelstandard/\*meet-with-eric-brooker\*](https://calendly.com/eric-thechannelstandard/meet-with-eric-brooker)

Book a 30-minute discovery call. No commitment.

**BOOKING** [eb@ericbrooker.com](mailto:eb@ericbrooker.com)

Speaking inquiries, dates, fee, customization.

**PRESS** [media@ericbrooker.com](mailto:media@ericbrooker.com)

Press, podcast, podcast guesting, podcast assets.

**BASED** Minneapolis, Minnesota

Travels from MSP. Available globally.

THE LITTLE  
THINGS DON'T  
MEAN A LOT.  
THE LITTLE  
THINGS MEAN  
**EVERYTHING.**

Two sentences. Read them in either order. The one on the bottom is the one that *stays*.

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Eric *Brooker*.

Keynote Speaker • Best-Selling Author • Host, Counsel  
Culture • Dad of 7 • Minnesota