

INSPIRING OTHERS TO BE, KNOW & DO BETTER

ROBERT "BO" BRABO

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Throughout his career, Robert "Bo" Brabo has always focused on the people, helping them tackle their business problems as if they were his own.

Since retiring from the U.S. Army as the Chief of Human Resource Operations with the White House Communications Agency and Presidential Communications Officer for both Presidents Bush and Obama, Bo has served in several executive positions including most recently Founder of Hail Media Group and the Brabo Center of Excellence.

He previously co-founded a consulting agency that assisted government contractors in HR strategies and contract proposal efforts.

Bo received his MBA from the University of Michigan's Ross School of Business. He is a professional speaker and author of the book "From the Battlefield, to the White House, to the Boardroom: Leading Organizations to Values Based Results."

Bo also co-hosts "The Bo and Luke Show" podcast.



WHAT YOUR AUDIENCE

COULD LEARN...



1 THE IMPORTANCE OF AFTER ACTION REVIEWS (AAR) FOR ANY ORGANIZATION.

After serving in the U.S. Army, Bo has learned that spending time to evaluate the mission/project after it's finished, is crucial for future success. Yet, the majority of companies "don't have time" to understand what went well and vice versa. Bo can educate your audience on how and why to conduct AARs, how to find the time, as well as several real-world examples & results.

PEDL LEADERSHIP STRATEGY: PARTICIPATE, ENGAGE, DISCUSS & LEARN 2

PEDL is meant to invoke an action, to elicit desired behaviors, & drive alignment between personal & organizational core values. Bo can share actionable lessons on how any organization can implement PEDL leadership strategies to make the team succeed. All with actionable business examples, as well as PEDL demonstrations from the real battlefield.

3 WHAT CAN WE LEARN ABOUT COMPANY CULTURE FROM THE BIGGEST EMPLOYER IN THE WORLD?

There are more than 2 million people on active duty & in the reserve forces across the U.S. Army. What does it take to make each one of them follow the same company values? Bo has identified a "Values-Based Results" framework that explains how any company (no matter the size) can display its core values from the top C-suite management to the last front-line worker in the field.

EXECUTE WITH PRECISION: FROM THE BATTLEFIELD TO THE WHITE HOUSE TO THE BOARDROOM. 4

Bo has executed many projects in multiple industries from privately held businesses in healthcare, real estate & government contracting, as well as serving in Iraq. Bo will share how to put any plan to motion through finding your daily Battle Rhythm of extreme accountability, strong, objective leadership & teamwork.

THE PODCAST...

The Bo and Luke Show is a podcast designed to inspire others to be, know and DO better. Ranked among the top 2.5% of all podcasts worldwide in its inaugural year, Bo and Luke host an array of guests ranging from founders and CEOs to Olympians and NFL Athletes.

The podcast is in its 2nd season and garners more than 1,500 downloads a week.



THE BOOK...

From the Battlefield to the White House to the Boardroom is a leadership memoir chock-full of practical lessons and inspiring case studies to help leaders and aspiring leaders develop, embrace, and strengthen a values-based approach to leading people, projects, and organizations.

Every organization – whether big or small, public or private, for profit, or not-for-profit – can and should be operated in a manner that reflects clear, admirable, shared values. But having "core values" isn't just a nice-to-have; it's imperative for long-term results and ongoing profitable growth.

