



WILLARD BARTH

Keynote speaker • TEDx presenter • #1 bestselling author

TRANSFORMATION • LEADERSHIP • FOUNDER DEPENDENCY

Build a business that doesn't run on
you.

Media kit for event organizers, associations, producers and press.

BOOKING

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Biography

SHORT BIO — 50 WORDS

Willard Barth is a TEDx presenter, number one bestselling author, and business advisor who works with founders of privately held firms on why their companies still run through them. He hosts two weekly television shows and has been sober since August 17, 1989.



MEDIUM BIO — 100 WORDS

Willard Barth lost his left leg to bone cancer at eight years old. What followed took years to work through: addiction, jail, homelessness, and \$250,000 in debt. He has been sober since August 17, 1989, and has spent every year since studying how people change. Since 1997 he has advised founders and managing partners on the operational side of the same problem. He is the author of the number one bestseller *The Anatomy of Transformation*, a TEDx presenter, and the host of two weekly television shows distributed on YouTube, Roku and Fire TV.

LONG BIO — 250 WORDS

Willard Barth works with founders and managing partners of privately held firms on a problem most of them cannot name: the company still runs through them. Every decision, every relationship, every number that matters. He has spent since 1997 doing that work, and for the last sixteen years a global consulting firm has brought him in when their clients need someone who has actually run a company.

His method did not come from a business school. He lost his left leg to bone cancer in 1973, at eight years old. Alcohol at thirteen, then drugs, six DWIs, jail, homelessness and \$250,000 in debt. On August 17, 1989 he poured out a beer on a porch and has been sober ever since. What he found in treatment was not willpower but a method: study how people who have already done the thing think, believe and act, then follow it. That is the same thing he now does with companies.

He is co-creator of Neuro Associative Programming, a methodology for change at the level of identity and belief rather than behavior. He is the author of *The Anatomy of Transformation*, a number one bestseller, and *The Warrior Sage: Sacred Scars*. He is a TEDx presenter and hosts two weekly television shows distributed on YouTube, Roku and Fire TV, where he interviews people about what actually happened to them.

He has lived full-time in an RV for the past nine years, traveling the United States. Before any of this, between 1992 and 2009, he performed close to one hundred times on Broadway alongside the legendary Les Paul.

Speaking topics

The Anatomy of Transformation

How people actually change, and why most change doesn't hold.

Built on the seven phases people move through when they actually change, drawn from Willard's own experience and from every year since 1989 studying the question. This is the talk behind the TEDx presentation and the number one bestselling book.

- Why change decided on doesn't hold, and what is missing
- The seven phases, and how to tell which one you are in
- Why the thing that moves you forward is different in each phase

The Entrepreneur's Edge

Why the founders who build the most end up trapped by what they built.

For rooms of business owners, managing partners and senior executives. What it takes to build a company that runs without you, and why installing a system on top of the way you already operate erodes back to you every time.

- Where dependency actually lives, and why it isn't a process gap
- What a company is worth the day the founder stops showing up
- The eight areas that decide whether the business holds without you

3 Keys to Unlocking Your Greatest Potential

What stops high performers from achieving what they are capable of.

For mixed rooms and general sessions. Why people know exactly what to do and don't do it, and what moves them past it.

- The gap between knowing and doing, and what sits in it
- Identity, belief and confidence as operating constraints
- What actually shifts a pattern that has held for years

EVERY TOPIC WORKS AS

A 45 to 60 minute keynote • a half-day or full-day workshop • a multi-day training when a team needs to leave with something built

Formats and logistics

FORMATS

Keynote

45 to 60 minutes. Tailored to the audience and the outcome you need.

Half-day or full-day workshop

The keynote material built out into working sessions with deliverables the room leaves holding.

Multi-day training

For teams that need to leave with something built rather than something heard.

Virtual keynotes and summit sessions

Delivered live. Currently booking both virtual engagements and live events.

AUDIENCE

Associations, conferences, corporate teams and executive retreats. Rooms of twenty to rooms of a thousand.

Willard speaks regularly to a 250-person management team at a publicly traded hospitality company with more than sixty locations. He has spoken six times in ten years at the same annual convention for hospitality and nightclub owners, and was the closing speaker at all three quarterly summits of The No More 9 to 5 Club in 2026.

WHAT WILLARD NEEDS FROM YOU

A conversation beforehand about the audience and the outcome you need them to walk out with. Beyond that, standard AV: a wireless lavalier or headset microphone, a screen and projector or large display with HDMI, and a confidence monitor where the room allows it. Willard presents seated or standing and uses crutches.

SPEAKER INTRODUCTION

Our next speaker lost his left leg to bone cancer at eight years old.

What followed took years to work through. Addiction. Jail. Homelessness. A quarter of a million dollars in debt. And then, on August 17, 1989, he poured out a beer on a porch and said he was finished. He has been sober every day since.

He has spent every year since then studying how people actually change, and since 1997 he has advised founders and managing partners on why their companies still run through them. He is a TEDx presenter, the number one bestselling author of *The Anatomy of Transformation*, and the host of two weekly television shows.

He is not here to tell you his story. He is here to tell you what he learned getting out.

Please welcome Willard Barth.

Credentials and proof

CREDENTIALS

- TEDx presenter
- Number one bestselling author, *The Anatomy of Transformation*
- Host of two weekly television shows on YouTube, Roku and Fire TV
- Sixteen years retained by a global consulting firm as their operator in the room
- Six times in ten years at the same annual convention for hospitality and nightclub owners
- Closing speaker, all three quarterly summits of The No More 9 to 5 Club, 2026
- Presented to The CEO Club of Boston
- Advising founders and managing partners since 1997
- Co-creator of Neuro Associative Programming

CLIENT RESULTS

Commercial general contractor

Inc. 5000, and named one of the ten fastest growing companies in New Jersey.

Landscaping company

307% growth over three years.

Photography studio

93% growth in a single year.

WHAT PEOPLE SAY

“If you have a stage that involves transformation, having Willard Barth on that stage is a must. Our final day was focused on wisdom and I thought he could be the capstone speaker. Right after he spoke, the testimonials came flooding in. We’ve since invited him back as a regular part of the summit experience and have not been disappointed.”

Jason McNamara

Founder, The No More 9 to 5 Club

“Willard speaks from experience, comes from the heart, and shows you that anything is possible once you decide, commit and take action. I have hired Willard to present at my programs, and would highly recommend having him speak at your upcoming event.”

Carl Gould

President and CEO, CMT International

BOOKING AND FEES

Fees depend on format, date and travel. Book a thirty-minute call and you will get a straight number. Each engagement is covered by its own written agreement.

BOOK A CALL ABOUT YOUR EVENT

willardbarth.com/speaking

Press and media



CT Style



Live It Up!



The ASKBONBON TV Show

TELEVISION

- Inside South Florida with Dave Aizer, twice
- CT Style with Ryan Kristafer and Teresa Dufour
- Live It Up! with Donna Drake, twice
- The ASKBONBON TV Show with Bonnie Bruderer, New York
- Everyday America
- The Big Biz Show
- The Rose Lee Archer Show

BUSINESS AND FINANCIAL MEDIA

- The Wall Street Business Network with Bryan Crabtree
- Consulting Success Podcast with Michael Zipursky
- Accelerate Your Business Growth with Diane Helbig
- Money Matters with Eric Martin Koppelman
- Progressive Business Network with Jerry Pradier
- Building Your Xtra-Ordinary Business with James Nemley
- Legitimate Matters with William Paris

VIDEO

TEDx Butler — youtube.com/watch?v=yQel3-9OcFo

The CEO Club of Boston — youtube.com/watch?v=t-7ck74BAcs

SHOWS WILLARD HOSTS

The Entrepreneur's Edge and **The Anatomy of Transformation**. A new episode of each every week, distributed on YouTube, Roku and Fire TV. youtube.com/thewarriorsage

PHOTOGRAPHY AND ASSETS

High-resolution photographs, logos and these documents are available at willardbarth.com/press. Stage photography credited where required.

ONLINE

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BOOKING AND MEDIA INQUIRIES

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All inquiries are reviewed personally. For media with deadlines, say so in the first line.