



# Damon West

best selling author, keynote speaker, philanthropist  
and college professor

*"The power to change is inside you."*

All keynotes are tailored to include the core values of the client.



fb.com/damonjosephwest



@damonwest7



@damonwest7



The Damon West Channel



Damon West



"Our players were very impressed. He did a great job of talking about servant leadership, did a great job of talking about choices and decisions, cause and effect of those decisions. I think his story is very compelling because of the sacrifices he had to make to get his life back to where it needed to be. The message about helping other people and the power of controlling yourself, what you do and what you say, is so important. I've never heard it said as well as what Damon did tonight."

**- Nick Saban, Head Football Coach, University of Alabama**

"We just had a guy speak to our team tonight named Damon West. Easily one of the top most powerful messages I've ever heard. Unbelievable. A great story and very inspirational. A message all teams should hear."

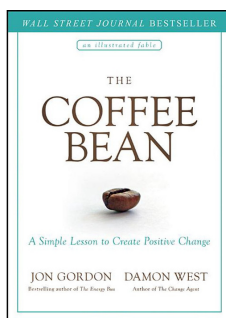
**- Dabo Swinney, Head Football Coach, Clemson University**

"We are really pleased to be working with Damon to further AIG's commitment to giving back and helping those most in need."

**- Lucy Fato, Executive Vice President, General Counsel & Global Head of Communications and Government Affairs for AIG**

"Damon's presentation rocked our entire conference. His 'Five Ways to Be A Coffee Bean' are where growth takes place and his message aligned perfectly with ours: 'empower others to become the best versions of themselves.' The entire PURE family grew today."

**-Live PURE (People United Reaching Everyone)**

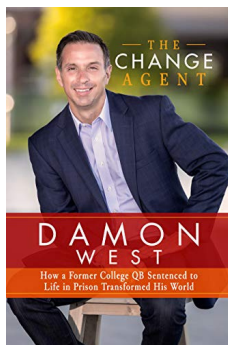


## Applications

- Change your environment
- Find opportunity in adversity
- Having a positive affect
- Servant leadership
- Controlling the controllables
- Positive body language - Smile

From bestselling author Jon Gordon and rising star Damon West comes *The Coffee Bean*: an illustrated fable that teaches readers how to transform their environment, overcome challenges, and create positive change.

*The Coffee Bean* is an inspiring tale that follows Abe, a young man filled with stress and fear as he faces challenges and pressure at school and home. One day after class, his teacher shares with him the life-changing lesson of the coffee bean, and this powerful message changes the way he thinks, acts, and sees the world. Abe discovers that instead of letting his environment change him for the worse, he can transform any environment he is in for the better. Equipped with this transformational truth, Abe embarks on an inspirational journey to live his life like the coffee bean. Wherever his life takes him, from school, to the military, to the business world, Abe demonstrates how this simple lesson can unleash the unstoppable power within you.



## Applications

- Your past does not define you
- You are more capable than you think you are
- Hope
- Be the change you want to see in the world
- If it is to be it is up to me
- Recovery is possible

*The Change Agent: How a Former College QB Sentenced to Life in Prison Transformed His World*, was published just three years after his release from a Texas maximum-security prison.

Damon West once had it all. He came from a great family, in a home full of God, love, support, and opportunities to reach any goal. A natural born leader, an athlete with good looks and charm,

After a fateful discussion during his incarceration with a seasoned convict, Damon had a spiritual awakening. He learned that, like a coffee bean changing with the application of heat and pressure, he was capable of changing the environment around him. Armed with a program of recovery, a renewed faith, and a miraculous second chance at life, Damon emerged from over seven years of prison a changed man. His story of redemption continues to inspire audiences today.



"Allow me to share with your company, team, school or organization, the incredible power within each person to positively change their environments and turn their pots of boiling water (LIFE) into a pot of coffee - just like the coffee bean!"

**-Damon West**

## Clients

### Corporate

- Walmart
- Southwest
- Lennox
- Stryker
- Wendy's
- Raymond James
- Bard
- Altar'd State
- Heartland Financial
- Becton Dickinson
- Forbes
- CHRISTUS Health System
- Exxon Mobil
- PURE
- Jason's Deli
- Homevestors
- National Agents Alliance
- Edison Partners
- Sage Flooring and Surfaces
- Shaw Commercial Flooring
- Walk Ons
- Integra Insurance
- Dabo's All In Foundation
- Forever Lawn
- AIG
- Morgan Stanley
- Leads Online

### Groups and Associations

- U.S. Army
- U.S. Marine Corps
- US Department of Justice Reentry Summit
- Call Me MiSter
- US Bureau of Prisons
- American Correctional Association
- Delta Sigma Theta Sorority
- Fellowship of Christian Athletes
- US Probation Agency
- Texas Workforce Commission
- Texas Association of Specialty Courts
- Mississippi Coaches Association
- Texas Drug Impact Courts
- Texas Corrections Association
- Association of State Correctional Administrators
- Missouri Institute of Mental Health
- Last Resort Recovery Center
- Texas High School Coaches Association (THSCA)
- Entrepreneur Organization of Dallas

## Applications

- Impact the environment around them
- Improve their own outlook
- Become a leader who creates positive change
- Make new friends
- Become a positive influence by sharing smiles, kindness, and positive energy

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## Featured On:



and more



# Damon West

THE WORLD IS A POT OF BOILING WATER.  
YOU HAVE 3 CHOICES:



#### THE CARROT

Be like the carrot and  
turn soft (sad and weak)



#### THE EGG

Be like the egg that turns  
hard (mad, and mean)



#### THE COFFEE BEAN

Be like the coffee bean that  
changes the water (positive)

## Clients cont.

### Groups and Associations

- Arkansas Sheriff Association
- Florida Clerks Association
- Kolbe Prison Ministries
- American Society of Criminology
- Texas High School Athletic Directors Assoc. (THSADA)
- Juvenile Justice Association of Texas
- Texas Behavioral Health Institute
- Rotary

### Athletics

- NBA
- NFL
- Minnesota Timberwolves
- Indianapolis Colts
- University of Florida Football
- University of Georgia Athletics Dept.
- Clemson University Football
- University of Alabama Football
- Ohio State Football
- Texas A&M University Athletics Dept.
- Michigan State University Football
- Florida State University Football
- University of Texas Football
- Texas Tech University Athletics Dept.
- University of Tennessee Football
- Oklahoma State University Athletics
- University of Arkansas Athletics Dept.
- Mississippi State University
- Ole' Miss Athletics Dept.
- University of Oklahoma Athletics Dept.
- Texas Christian University Athletics Dept.
- Brigham Young University
- University of Oregon Football
- UCLA Football
- University of North Carolina Football
- NC State University Athletics Dept.
- University of South Carolina Football

### Education and Convocations

- Talbot County (MD) Public Schools
- Bergenfield (NJ) Board of Education
- Lyons (KS) Unified School District
- North Kansas City Schools
- Nixa (MO) ISD
- Quitman (Mississippi) ISD
- Richardson (TX) ISD

and more

## Biography



Damon West, M.S. Criminal Justice, is a college professor, nationally known keynote speaker and best-selling author (with best-selling author and motivational speaker Jon Gordon) of *The Coffee Bean: A Simple Lesson to Create Positive Change*. His first book and autobiography, *The Change Agent: How a Former College QB*

*Sentenced to Life in Prison Transformed His World*, was published just three years after his release from a Texas maximum-security prison.

At 20 years old, he was a Division 1 starting quarterback at the University of North Texas, when he suffered a career ending injury. He turned to hard core drugs to cope with the disappointments of life. After graduation, he worked in the United States Congress, was a national fundraiser on a U.S. Presidential campaign and eventually trained to be a stock-broker for United Bank of Switzerland (UBS). One day at UBS, he was introduced to methamphetamines; he became instantly hooked—and the lives of so many innocent people would forever be changed by the choices he made in order to feed his insatiable meth habit.

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Today, Damon lives a life of recovery and service, going to meetings and sharing his story all over the country with schools, churches, athletic teams, corporations, conferences and inside correctional facilities. Over the past few years, he has been sharing the Coffee Bean lesson with dozens of college football teams such as Clemson, Alabama, Georgia, and Texas, and countless schools and businesses. His #BeACoffeeBean message has inspired thousands from Walmart to the US Army to the NBA.

Damon's story has been featured both nationally and globally. His second book, *The Coffee Bean*, co-authored with best-selling author Jon Gordon, became an instant best-seller and a part of *Forbes' "Top Twenty Books You Need to Read to Crush 2020."* Damon is passionate about the Coffee Bean message and loves sharing how it changed his life and how it can change yours, too.

His latest book (with coauthor, Jon Gordon), *The Coffee Bean for Kids*, is the genesis for Coffee Bean Clubs being started by students at schools all over America.

To schedule Damon West to speak at your next event, please submit a contact form at:



[damonwest.org/contact](https://damonwest.org/contact)