



GET TO KNOW

DAMON WEST

Introduction:

"Our speaker today is a 4-time best-selling author. His story and the message of the coffee bean has been shared with thousands of audiences all over the world. USA Today calls him the "most in-demand keynote speaker in America. Please welcome The Coffee Bean himself, Damon West."

A/V Needs:

Headset,
Lavalier, or Handheld

*Listed in order of
microphone preference*

Staging:

No podium needed.
Damon likes to
move around.

Intro Song:

For clients who wish to use walk-up music, Damon prefers "I'm Still Standing," by Elton John.

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)

Presentation Description for Promotion

Be a Coffee Bean: Hear the message that groups all over the country are implementing as their motto: Be A Coffee Bean! This presentation is designed for groups wanting to both motivate their attendees, as well as implement the vitally important message of the coffee bean, that the power to change any situation is within you, not in the outside forces around you. The culture of your group can be positively changed in one hour! Damon's message not only addresses the physical and mental well-being of the attendees but provides real, lived experience on growth through adversity. The leadership aspects of the coffee bean message provide the audience with much needed skills and tips for living and leading a positive life.

For a more detailed description of Damon's presentation email
kromero@damonwest.org.



Damon West

4x 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.

www.damonwest.org



@damonwest7



@damonwest7



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 decision. I think his story is very compelling because of the sacrifices 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 in 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

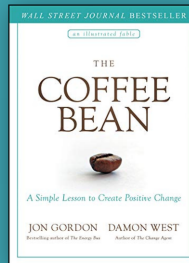
"We are really pleased to be working with Damon to further AIG's commitment to giving back and helping those most in need."

-Lucy Fato, Executive, Vice President, General Counsel, and Global Head of Communications & 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



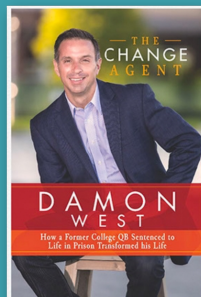
- Changing your environment
- Find opportunity in adversity
- Having a positive affect
- Servant leadership
- Control the controllables
- Positive body language – smile

From best-selling author, Jon Gordon, and rising star Damon West comes the coffee bean: an illustrated table 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 pressures 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, ask, 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 his transformational truths, 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 the simple lesson can unleash the stoppable 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 Life, 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, and athlete with good looks and charm.

After a fateful discussion during his incarceration, with a season 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.



"If you ever need a guy to come in and speak and move your team or your organization, this is your guy. It will change their life. There's something extremely powerful and special about you."

-Ed Mylett, The Ed Mylett Show

"In 30 years in the medical device industry I've never heard a more motivating and applicable presentation for sales people. Everyone in the room can benefit from Damon's compelling message about the coffee bean, resiliency, and how we can grow through adversity."

- Jeffrey Binder, CEO - Exactech

CLIENTS

SPORTS

NFL	Texas A&M
NBA	South Carolina
NCAA	Miami
KC Chiefs	Florida State
Jacksonville Jaguars	Ole' Miss
Dallas Cowboys	Tennessee
LA Chargers	Oklahoma
Minnesota Timberwolves	Oklahoma State
Alabama	Penn State
Clemson	University of North Texas
Georgia	TCU
Ohio State	SMU
LSU	Arkansas
University of Texas	Kansas Basketball
UCLA	Baylor Basketball
Oregon	U Conn Basketball

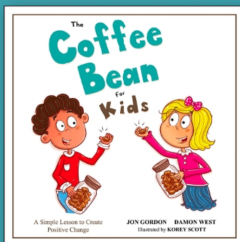
CORPORATIONS

Pinnacle Financial	Blake Fullenwider Auto
Prudential	Group
Morgan Stanley	Zeigler Automotive
Wells Fargo	Taylor Automotive
Colonial Funding	ExxonMobil
Cross Country	Southwest Airlines
Mortgage	Extreme Exteriors
First United Bank	Wendy's
Wood Forest National	HAZA Foods
Bank	Chick Fil - A
Bank of England	Popeyes
Nebraska Bankers	Keller Williams
State Farm	Vivint
Farm Bureau	Direct TV
Integra Insurance	Netflix
ProValue Insurance	Extreme Exteriors
Catholic Life Insurance	Home Depot
Southern Farm Bureau	Forever Lawn
AIG	Walk Ons
Stryker	Walmart
Bard	Jason's Deli
Nuvasive	Hexagon
Arthrex - Prime Surgical	Beck's Hybrid
Chartwell Hospitals	Healthcare Business
Christus Hospitals	Media

EDUCATION

Texas Association of School Administrators (TASA)
 Texas Association of School Boards (TASB)
 Ohio Superintendents Association (BASA)
 Mississippi School Board Association
 Florida School Boards Association
 Illinois Superintendant Association (IASA)
 Illinois School Boards Association
 Indiana Principals Association
 Oklahoma School Administrators Association
 Texas Regional Education Offices
 Virginia School Board Association
 Illinois Regional Education Offices
 School Administrators of South Dakota (SDSSA)
 South Carolina Public Charter Schools
 Over 200 School Districts Across America for both staff convocations and student presentations.

APPLICATIONS

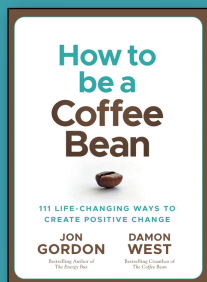


- Impact the environment around them
- Improve their own outlook
- Become a leader, who creates positive change
- Make new friends
- Become a positive influence by sharing, smiles, kindness, and positive energy

The Coffee Bean for Kids tells the inspiring story of Gavin, a young boy, with a difficult task of starting school in a new town.

Gavin's teacher, Mrs. Spring, teaches him the story of the carrot, the egg, and the coffee bean.

The environments we find ourselves in, like a pot of boiling, hot water, can change, we can, or harness, and test who we truly are. We can be like the carrot that weakens in the pot, or like the egg that hardens. Or, we can be like the Coffee Bean, and discover the power inside us to transform our environment. Energized by his teachers lesson, Gavin embarks on an enlightening journey to transform the world around him.



APPLICATIONS

- How to fuel your mind, body, and soul, to energize yourself and others
- How to make a difference in the lives of others every day
- How to look for opportunities to be a messenger of hope and perseverance through your background, experiences, successes, and failures

In How to be a Coffee Bean, best selling co-authors of The Coffee Bean, Jon Gordon, and Damon and West, present 111 simple and effective strategies to help you lead a Coffee Bean lifestyle – one full of healthy habits, encouragement, and genuine happiness.

From athletes to students and executives, countless individuals have been inspired by the coffee bean message.

Now, How to be a Coffee Bean teaches you how to put the coffee bean philosophy into action to help you create real and lasting changes in your life.



APPLICATIONS

- It's Never Too Late to Rewrite Your Own Story
- Cultivating a Positive Impact using the "Coffee Bean" Philosophy
- Utilizing the Book to Inspire Self-Reflection and Redemption

Six Dimes and a Nickel, A Publisher's Weekly Best-Seller, tells the powerful story of Damon West, a former college quarterback whose life spiraled into addiction and crime, landing him a 65-year prison sentence. Inside prison, a life-changing conversation sparked his transformation, leading him to embrace recovery, faith, and personal responsibility. He emerged from incarceration to become a motivational speaker, author, and entrepreneur. This book offers a blueprint for personal growth and lasting change through West's compelling narrative and practical life principles.



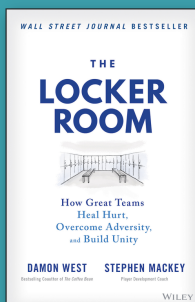
It was an incredible morning. Damon knocked it out of the park. Our staff so inspired. I was so blessed to bring Damon to Huntington. It was the best opening convocation I have ever been a part of. Our staff were truly inspired, motivated, and touched by Damon.

-Dr. David Flowers, Superintendent of Huntington (TX) School District

CLIENTS CONT. ASSOCIATIONS & GROUPS

YPO
EO
Nebraska Bankers
Texas Realtors
NJ Courts
City of Troy
Sales Transformation Group
I Love Coaching
Buffini Mastermind
Fellowship of Christian Athletes
Club Wealth
West Texas Rehab
Arkansas Sheriff's Association
Paragon Dental
Texas Appraisers Association
American Association of Knee and Hip Surgeons
UT Austin Dell Medical School
Mississippi Hospitals Association
Employee Owned Association (ESOP)
Water ReUse Association
Collective Genius
Texas Association of Realtors
HumanEx
National Agents Alliance
US Army
US Marine Corps
US Bureau of Prisons
US Probation and Pretrial
Texas Department of Criminal Justice
National Correctional Industries Association
American Correctional Association
National Association of Institutional Agribusiness
Texas High School Athletic Directors Assoc.
Texas High School Coaches Association
Michigan Athletic Directors Association
Texas Workforce Commission
Rotary International
American Nurses Association
Eastern Orthopaedic Association
California Robbery Investigators Association
Agricultural Production Executives
HR Houston
South Dakota Dept. of Tourism
Michigan Health and Hospital Assoc.

APPLICATIONS



- A guide to building an inclusive culture
- The blueprint for using servant leadership, and a willingness to listen to break down barriers
- Encouragement to have the difficult conversations that lie at the heart of modern life
- Strategies for navigating your personal and professional life in a way that gracefully deals with conflict through communication.
- Techniques for giving all people, an equal voice and an equal chance at success through learning

A Wall Street Journal best seller – explore the power of communication to heal, hurt, overcome, adversity, and build a unified team.

In The Locker Room, best selling author, Damon West, and player development coach, Stephen Mackey team up to explore difficult conversations about eliminating explore difficult conversations about eliminating both discrimination and the cancel culture, as well as overcoming adversity.

The book tells the story of four characters: two high school football coaches, and two players each of them must deal with the fallout of an offensive comment that severely disrupts the unity and cohesion of their locker room and threatens to destroy their team.

FEATURED ON:





Damon West

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Be like the coffee bean that
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BIOGRAPHY

Damon West, M.S. Criminal Justice, is a college professor, internationally known keynote speaker, 4x bestselling author and a formerly incarcerated individual, who was sentenced to life in prison for Organized Crime. USA Today calls him the "modern day Shawshank Redemption and the most in-demand speaker in America." After graduation, he worked in the United States Congress and trained to be a stockbroker 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.

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. On parole in Texas until 2073, his story is one of hope, redemption, grit and the resilience of the Human spirit.

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

 damonwest.org/contact