



KEYNOTE SPEAKER • AUTHOR • MARINE VETERAN

# Charles Jackson II

*You don't rise to your intentions. You fall to your beliefs.*

CREATOR OF BRAVE BELIEFS™ • RELATIONAL GROWTH STRATEGIST

PREPARED FOR

[charlesjackson.media](https://charlesjackson.media)

## 01 · WHO IS CHARLES

# Belief drives behavior. He learned that the hard way.



|            |                                                                          |
|------------|--------------------------------------------------------------------------|
| BASED IN   | Daytona Beach, Florida                                                   |
| BACKGROUND | U.S. Marine Corps veteran                                                |
| BOOKS      | Rhythm and Resolve ·<br>Courage Through Crisis ·<br>Brave Beliefs (2027) |
| PODCAST    | Leadership 911                                                           |
| FRAMEWORKS | Brave Beliefs™ · The Alignment<br>Loop™ · Brave Together                 |

Charles E. Jackson II is an Amazon bestselling author, keynote speaker, Relational Growth Strategist, and the creator of Brave Beliefs, a framework built on one truth: belief drives behavior.

As a kid, one early failure turned into a label, "the bad kid," and he spent years picking detention over feeling like a misfit. The Marine Corps gave him a version of himself he respected: structure, discipline, a chance to rise and lead. Then injuries ended his time in uniform, and the man who could lead a platoon struggled to lead his own house.

The turning point was a simple, uncomfortable truth: nothing was wrong with him. He was still running on a belief he picked up as a kid. Naming it let him examine it. Examining it let him change it. That's the work he brings to every room.

Charles has spoken to thousands through keynotes, workshops and panels for schools, universities, churches, community organizations and companies including the University of Miami, LinkedIn, Jacobs and the U.S. Marine Corps. He lives in Florida with his wife, Zonnette, and their sons, Jathan and Jaden.

*Nothing was wrong with me. I was just fixing the wrong thing.*

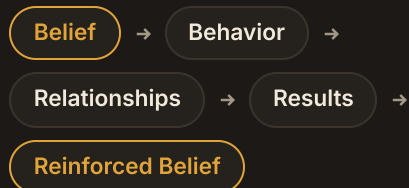
## 02 · THE MESSAGE

# What was necessary then is just *outdated cleverness* now.

What you believe about yourself and the world around you drives the relationships you build, the opportunities you pursue, and the life you create. Brave Beliefs is courageous thinking: the willingness to examine what's been shaping how you show up, and to choose a braver belief.

## FOR INDIVIDUALS

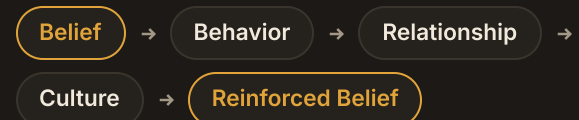
## The Alignment Loop™



What you believe shapes what you do. What you do shapes your relationships and results, and those results prove the belief right. Change the belief and the whole loop changes with it.

## FOR TEAMS AND ORGANIZATIONS

## The Leadership Loop



Healthy beliefs produce healthy behavior. Healthy behavior strengthens relationships. Strong relationships build resilient culture. Resilient culture protects the right beliefs.

You outgrew the threat, but you never updated the belief. So a version of you from years ago is still making decisions for the person you are right now.

We don't correct behavior until we confront belief.

Becoming who you are capable of becoming will cost you who you've been comfortable being.

01

Think differently.

02

Live differently.

03

Lead differently.

## 03 · WHO CHARLES SERVES

# Every room. One truth.

Each session is built for the people in the seats, in the language that room speaks.



## TEENS &amp; SCHOOLS

## For the ones still deciding who they are

Assemblies, youth programs and retreats. Students sort the beliefs they earned from the ones they borrowed.



## UNIVERSITIES

## For the season when everything is new

Orientation, student leadership and organizations. Confidence, identity and the courage to choose your own path.



## CORPORATE &amp; LEADERSHIP

## For leaders who set the culture

Keynotes, kickoffs and leadership sessions. How belief becomes behavior, and behavior becomes culture.



## FAMILIES, FAITH &amp; COMMUNITY

## For the people closest to home

Churches, nonprofits and parent events. Brave Together helps youth and caregivers reconnect and rebuild trust.

## TRUSTED IN ROOMS LIKE

University of Miami

LinkedIn

Jacobs

U.S. Marine Corps

American Public University System

Mr. &amp; Mrs. Mentoring Inc.

City of Daytona Beach

Amelia Island Book Festival

Fernandina Beach High School

Authors in Schools

Fellowship of Christian Athletes

The 13th Man Leadership Academy

Urgent Inc.

Chapel.cc Community Church

*“The chat series was incredible and ultimately felt like a guided conversation between leaders passionate about providing the best for those around us.”*

Dr. Larry D. Parker Jr. · Founder, Dr. Larry Parker Inspires

## 04 · SIGNATURE SESSIONS

# Built for the room you're filling.



## SESSION 01 · KEYNOTE OR WORKSHOP

## Brave Beliefs

*Transforming thoughts, living purposefully.*

This session gets to the root of what people believe about themselves and how that belief has been shaping every decision, relationship and result. If you've ever felt stuck in patterns that don't add up, it names what's running the show and gives people a way through it.

## PEOPLE LEAVE WITH

- Where limiting beliefs come from and how they take hold
- A way to name one and replace it with a braver one
- How to turn pain and adversity into purpose
- Living on purpose, not on autopilot

## BEST FOR

- Conferences
- Kickoffs
- Colleges
- High schools
- Teams
- Associations



## SESSION 02 · KEYNOTE · LEADERSHIP

## Courage Through Crisis

*Relational leadership for seasons of change.*

In times of disruption, real leadership shows up. Drawn from Charles's book and his military and corporate leadership, this session centers relational leadership: empathy, clear communication and real connection, especially in the hardest moments. If trust is low, speed will always suffer.

## PEOPLE LEAVE WITH

- What relational leadership looks like under pressure
- How to turn a crisis into a chance to grow
- Ways to build team resilience and trust
- Honest communication when the news is hard

## BEST FOR

- Leadership teams
- Managers
- Corporate events
- Sales teams
- Emerging leaders



## SESSION 03 · KEYNOTE · YOUTH

## S.P.A.R.K. Your Potential

*Stop comparing. Start becoming.*

Every young person is carrying beliefs about who they are. Some borrowed, some earned. S.P.A.R.K. gives them a way to sort the difference and build an identity that's actually theirs.

## THE FRAMEWORK

- Self-discovery: what makes you, you
- Perseverance: resilience through real challenges
- Authenticity: showing up as yourself
- Rhythm and creative expression: finding your voice
- Kindness: relationships that support growth

## BEST FOR

School assemblies

Youth programs

Retreats

Camps

Mentoring groups



## SESSION 04 · 90-MINUTE EXPERIENCE · FAMILIES

## Brave Together

*Breaking barriers, building bonds, becoming whole.*

An interactive session that brings youth and their parents or caregivers into the same room to reconnect, rebuild trust, and face adversity together. Families don't have to have it all figured out. They just have to show up, brave enough to keep trying.

## FAMILIES EXPERIENCE

- A limiting beliefs breakthrough that rewrites family stories
- Mindset tools for growth, resilience and belonging
- Trust-building exercises and honest dialogue
- The "Bridge the Gap" affirmation exchange
- Take-home declarations and reflection tools

## BEST FOR

Churches

Schools (middle/high)

Parent events

Youth nonprofits

Family wellness

Mentoring programs



## SESSION 05 · ONE-DAY WORKSHOP

## The Social Battery Workshop

*The room doesn't drain you. The role does.*

A fun, interactive day for teams who give their best in the room and pay for it after. You can love people and still come home empty. Most of the time it isn't the people. It's the role you're playing: hosting, fixing, performing, keeping the peace, holding everybody up.

## TEAMS LEAVE WITH

- Their Drain Profile: the role that costs each person most
- The belief that keeps them saying yes to it
- Before-the-room and after-the-room routines
- Lines for saying no and stepping out of the middle

## BEST FOR

Staff retreats

Leadership teams

Helping professions

Ministry teams

## SIGNATURE PROGRAM

## Empowerment Through Pages

A mentoring initiative built on *Rhythm and Resolve: Finding My Voice* that helps underserved teens in Daytona Beach examine who they are, build resilience and find real purpose through reading, mentorship and creative expression.

### Discovering your rhythm

The path of self-discovery

### Building resilience

Facing challenges with confidence

### Finding your voice

Purpose and identity through creative expression

## FORMATS

01

### Keynote

45 to 60 minutes for conferences, kickoffs, assemblies and orientations.

02

### Workshop

Half-day or full-day sessions where people do the work in the room.

03

### Programs & virtual

Multi-session series, mentoring programs, panels and live virtual events.

## 05 · BOOK CHARLES

# Becoming who you are capable of becoming will cost you *who you've been comfortable being.*

Bring that conversation to your stage, your campus, your church or your team.

01

## Tell us about your event

A short questionnaire at [charlesjackson.media/book](https://charlesjackson.media/book) covers your audience, date and goals.

02

## Plan it together

A planning call with Charles to learn your people, what they're facing, and what you want them to leave with.

03

## A session built for your room

Content shaped for your audience, plus language and tools to keep it going after the event.

BOOK ONLINE

[charlesjackson.media/book](https://charlesjackson.media/book)

EMAIL

[hello@charlesjackson.media](mailto:hello@charlesjackson.media)

INSTAGRAM

[@charlesjacksonmedia](https://www.instagram.com/charlesjacksonmedia)
[Check Charles's availability](https://charlesjackson.media/book)
[charlesjackson.media/book](https://charlesjackson.media/book)

## THE BRAVE STANDARD™

We don't drift. **We decide.**

We don't avoid. **We examine.**

We don't lower the bar. **We raise the standard.**

*Brave behavior begins  
with brave belief.*