



# CODY BYRNS<sup>TM</sup>

Bestselling Author, International Speaker, and Founder  
of The Cody Byrns Foundation for Burn Survivors





**YESTERDAY'S TROUBLES CAN  
BECOME TOMORROW'S  
BLESSINGS; IT'S ALL A MATTER  
OF WHAT YOU DO TODAY.**

## **ABOUT** **CODY BYRNS**

Cody Byrns is an internationally recognized speaker, a number one best-selling author and the founder of The Cody Byrns Foundation for Burn Survivors. In May 2013, Cody's life was changed drastically after he was rear-ended by a box-truck whilst stopped at a red light on the highway. He was considered dead until first responders saw his hand move. He received many injuries that day, including severe burns to almost 40% of his body. After years of countless surgeries and rehabilitation, Cody has chosen to not allow his scars to keep him bound in bitterness and defeat. Instead, he uses his story to uplift others.

His vision is to help people live free from the bonds of scars (physical and emotional), equipping others with the proper steps to walk out of their past hurt and defeat and run toward their full potential. As a thought leader, he speaks worldwide to provide relevant, applicable, and thought-provoking messages. Be prepared to be entertained, inspired, motivated, and recharged, both in your work and in your life.

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# HELPING AUDIENCES MOVE PAST THEIR PERCEIVED LIMITATIONS

Cody encourages a life of freedom and wants to help people rise above challenges and use them as a launching pad to achieve their vision.

## KEYNOTE TOPICS:

1. **From Stuck to Empowered: Maintaining Momentum Through Trying Times**
2. **Vision Driven Leadership - Why “Why” Means Everything to Empowering a Team**
3. **How to Use Humor and Creativity in Your Message to Breakdown Barriers, Reduce Stress, Make the Workplace Fun**
4. **The Story You Don't Hear About - How Caregivers Changed My Life For the Better**



## HIGHLIGHTING:

- **LEADERSHIP**
- **RESILIENCE**
- **ADAPTATION**
- **RISK TAKING**
- **GOAL SETTING**
- **COMMUNICATION**

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## **TEACHING E.P.I.C. STEPS TO HELP LEADERS PIVOT IN TRYING TIMES:**

**E - EMBRACE CHALLENGES**

**P - PROVIDE PERSPECTIVE**

**I - IMPLEMENT CHANGE**

**C - CELEBRATE & SERVE**

See Keynote: **From Stuck to Empowered:  
Maintaining Momentum Through Trying Times**

## **TEACHING C.P.R. TO ENCOURAGE SELF CARE IN THE WORKPLACE:**

**C - COMMUNITY**

**P - PATIENCE**

**R - RENEW YOUR MIND**

See Keynote: **The Story You Don't Hear About -  
How Caregivers Changed My Life For the Better**



# 1. FROM STUCK TO EMPOWERED: MAINTAINING MOMENTUM THROUGH TRYING TIMES

In today's demanding and often stressful working environments, a strong mindset is imperative to overcoming obstacles and surpasses life's challenges. Occasionally, this means handling a missed deadline, reshuffling a team, or letting an entire department go. How do leaders and employees maintain a strong mindset during trying times and avoid getting stuck? In addition, can anyone deploy a strong psychological shift that creates both individual and team empowerment? The answer is yes! Cody Byrns shares his

life suddenly changed while he stopped at a red light on the highway. It forever changed him, throwing his dreams to the curb, and creating the ultimate stuck mindset. Through his research in psychology and personal triumph, he was able to transcend a forever life-changing experience into tangible steps that can work for just about anyone. His story is designed to empower your team to create the necessary shifts to go from stuck to empowered.

## ACTIONABLE TAKEAWAYS:

- MASTER THE 4-STEP E.P.I.C. PROCESS TO REMAIN STANDING STRONG & DEMONSTRATE RESILIENCE IN THE MIDST OF ANY OBSTACLES.
- DISCOVER THE ROOT CAUSES OF PSYCHOLOGY BLOCKS AND HOW TO UNROOT THEM.
- LEARN THE STEPS TO CREATING INDIVIDUAL EMPOWERMENT AND HOW THAT GROWS INTO ORGANIZATION WIDE TRANSFORMATION.

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## 2. VISION DRIVEN LEADERSHIP - WHY “WHY” MEANS EVERYTHING TO EMPOWERING A TEAM

Often, leaders focus on clarity, execution and effective communication to become a great leader. However, they overlook the commitment to lead courageously. Usually, this can be seen where a corporate leader vocalizing an idea, yet, the project fails to come to fruition. No one rallies behind their project, deadlines are missed, and people are put onto performance review. The unfortunate reality is that the leader often misses the fundamental proponent of driving the team - The Why behind the vision. Before anything can be accomplished, a motivated leader must have a clear vision of

where they are headed and what it is that they are seeking to accomplish. Cody has spent the past 15 years leveraging Vision Drive Leadership to give people hope from youth to professionals working in corporate. From this journey, he learned no matter what the vision is, we must keep in mind that there will be unexpected disruptions, obstacles, and rapid changes to which we must adapt as we move forward. Ultimately, what keeps him moving forward, and what leaders can use is their ‘why’, the core behind Vision Driven Leadership.

### ACTIONABLE TAKEAWAYS:

- STEPS TO IDENTIFY THE STRONG WHY BEHIND A VISION THAT CAN STIMULATE EXECUTION.
- HOW TO ROLL OUT A ‘WHY’ INTO A TANGIBLE PLAN THAT ENCOURAGES FULL TEAM PARTICIPATION.
- 3 PILLARS TO CREATING A STRONG VISION DRIVEN LEADERSHIP MESSAGE.



### 3. HOW TO USE HUMOR AND CREATIVITY IN YOUR MESSAGE TO BREAKDOWN BARRIERS, REDUCE STRESS, MAKE THE WORKPLACE FUN

Effective communication is arguably the most important tool that we have as humans. The workplace is no exception to this premise. Outstanding communication can land a person their next sale, acquire a client, raise a round of funding, or just building a new relationship. Humor, one of the most popular forms of communication, is not often paraded around the workplace, but it should be from its unexpected slew of benefits. According to *Harvard Business Review*, every chuckle brings with it a host of business benefits, such as

accelerated rapport building, decreased stress levels, and increased levels in productivity. Cody Byrns has spent over a decade entertaining thousands of people countrywide, to elementary school students, to live television crews. During this journey, he learned that communication, in just about any form, works better when there is humor. This program will explore ways on how people can do simple things to add that extra chuckle to drive home an essential point. Anyone can be funny, it's just knowing how.

#### ACTIONABLE TAKEAWAYS:

- LEARN WHAT MAKES SOMETHING FUNNY AND OTHER THINGS FALL FLAT.
- DISCOVER WHAT ARE THE NECESSARY COMPONENTS TO CREATE A GOOD JOKE.
- EXPLORE THE DIFFERENT WAYS ON HOW TO INTEGRATE HUMOR INTO BORING PRESENTATIONS.

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## 4. THE STORY YOU DON'T HEAR ABOUT - HOW CAREGIVERS CHANGED MY LIFE FOR THE BETTER

Keynote Description

In May of 2013, Cody stopped at a red light on the highway and was rear-ended by a box-truck causing a fire to break out leading to severe burns on almost 40% of Cody's body. After months of both, physical and spiritual recovery, his journey led him to see the powerful impact that today's medical professionals deliver to those they care for. Many medical professionals are very overburdened with heavy workloads and long shifts, and too often, people take them for granted. During this park point in his life, Cody and his

family witnessed first hand the heart behind the caregivers who led to his shift recovery. Together, they shared laughter and tears, but through it all, these bonding moments created heartfelt connections that greatly stood out to him and forever changed the way he saw the caregiving industry. This talk will remind caretakers of the difference they are making in the world, and why they have one of the best occupations in the world.

### ACTIONABLE TAKEAWAYS:

- HOW THE SMALL THINGS THEY DO MAKE A BIG DIFFERENCE.
- STEPS ON EFFECTIVE SELF-CARE TO BETTER SERVE - "C.P.R. ACRONYM"
- WAYS TO UPLIFT YOUR EMOTIONS DURING TROUBLESOME TIMES.

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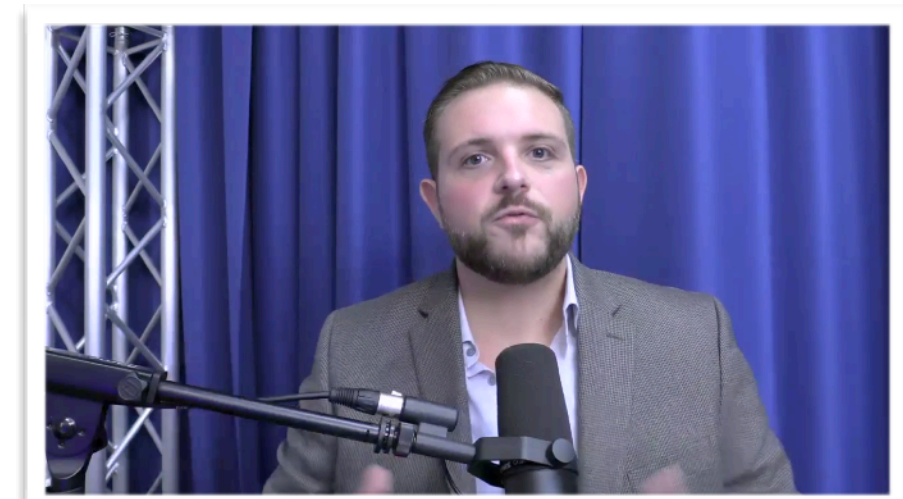
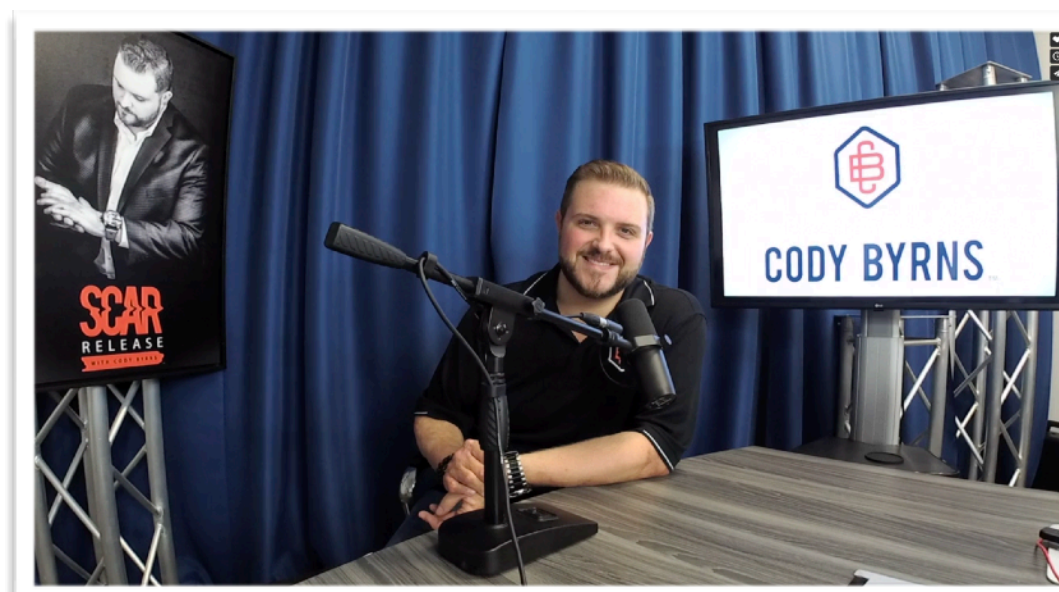
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# NOW OFFERING VIRTUAL EXPERIENCES

## Live Stream Keynotes, PreRecorded Keynotes, Custom Experiences

When it comes to hosting in-person gatherings, the Covid pandemic has shaken the event industry. However, we have seen a rise in the popularity of virtual events. With that being said, Cody is fully equipped to tailor his message to accommodate virtual experiences along with providing top quality video and audio to ensure that your online event is a success. Cody will work directly with your team to customize his message to best inspire and encourage your audience, no matter the platform. If you are considering a virtual conference, please contact to learn more.



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# AUDIENCE COMMENTS

“I NEEDED THIS SO MUCH”

“YOUR STORY CHANGED MY STORY”

“I COULD LISTEN TO YOU ALL DAY”

“SO ENGAGING AND ENTERTAINING”

★★★★★  
5-STAR SPEAKER RATING



CODY HAS SPOKEN TO MANY AUDIENCES,  
INCLUDING THE FOLLOWING:



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