



Speaker Author Innovation Expert

CHAD J WILLETT

BUILDING INNOVATIVE LEADERS

2026



ABOUT CHAD

BUILDING INNOVATIVE LEADERS

Over the past 10 years, I've set out to do one thing: not just develop leaders, but build innovative leaders—leaders who generate bold, disruptive ideas and turn them into action that drives real, measurable results.

From that calling came the “*Building Innovative Leaders*” framework:

- ***Smash the Box***
- ***Rip Off the Rearview Mirror***
- ***The Innovation Plan (manual)***

Whether it's a keynote address or a workshop, your leader's step into one of the most immersive, high-impact, and thought-provoking trainings designed for today's organization.

Let's create the greatest chapter in your organization's history by relentlessly innovating!

Sincerely,

Chad J. Willett

National Speakers Association | Screen Actors Guild Member

BUILDING INNOVATIVE LEADERS

See it. Break it. Own it. Create it.

The '**Building Innovative Leaders**' framework is comprised of four key segments:

- **Vision-** It starts with seeing what others can't see yet-
The Innovative Leader- Keynote Address.
- **Breaking the Script-** Everything changes when you
Smash the Box- Keynote Address.
- **Strategic Thinking-** Strategy is about where you are going, not where you have been-***Rip Off the Rearview Mirror- Keynote Address.***
- **Execution-** Ideas don't matter until they're put into action-***The Innovation Plan- Workshop.***

VIDEOS & PRESS



Chad J. Willett's Demo Reel

Vision



Breaking the Script



Strategy



Execution



She's All That



The Attack Mindset





CREATIVE RESULTS

SUNSWEEET CORPORATION

Stephanie H. / Director of Marketing

"We are creating a Through Line in our company where all members are part of the line and help create it and sustain it." ("Rip Off the Rearview Mirror" Technique)

PERFORMANCE ACADEMY

Matt. D. / Principal

"We are becoming a "Yes And" academy." ("Smash the Box" Technique)

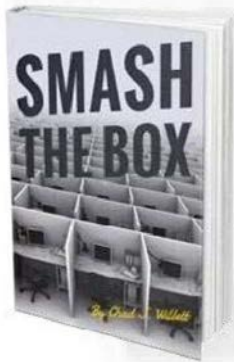
ROTARY INTERNATIONAL

AREA CONFERENCE

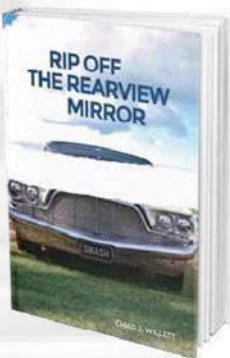
Calloway H. / President
(Columbus, Ohio Chapter)

"Working on my "Through Line(s)" as we speak both personally and professionally!" ("Rip Off the Rearview Mirror" Technique)

BOOKS



SMASH THE BOX by thinking different! Acting different! And developing a creative mindset! Groups that “Smash the Box” generate game changing ideas that gives them a creative advantage over their competition. Game changing ideas, unplanned collaborations, and creative mindsets lie outside the box... Are you ready to take thinking outside the box to the next level?



RIP OFF THE REARVIEW MIRROR by experiencing the power of “Now.” We have this moment to discover our “Through Line” in life which channels our energies and keeps us in the present moment. Are you ready to transform your life or organization by knowing what you want both short term and long term and creating a “Through Line?”



ORVILLE WRIGHT DID NOT HAVE A PILOT'S LICENSE.

Orville Wright was out on the plains of Kitty Hawk, North Carolina, trying to get a pile of wood, fabric, bolts, and wings into the air and fly. He didn't ask for anyone's permission. He didn't wait for certification. He didn't need a diploma. *He just did it.*

[READ MORE](#)

TESTIMONIALS



WALMART

Jennifer T.

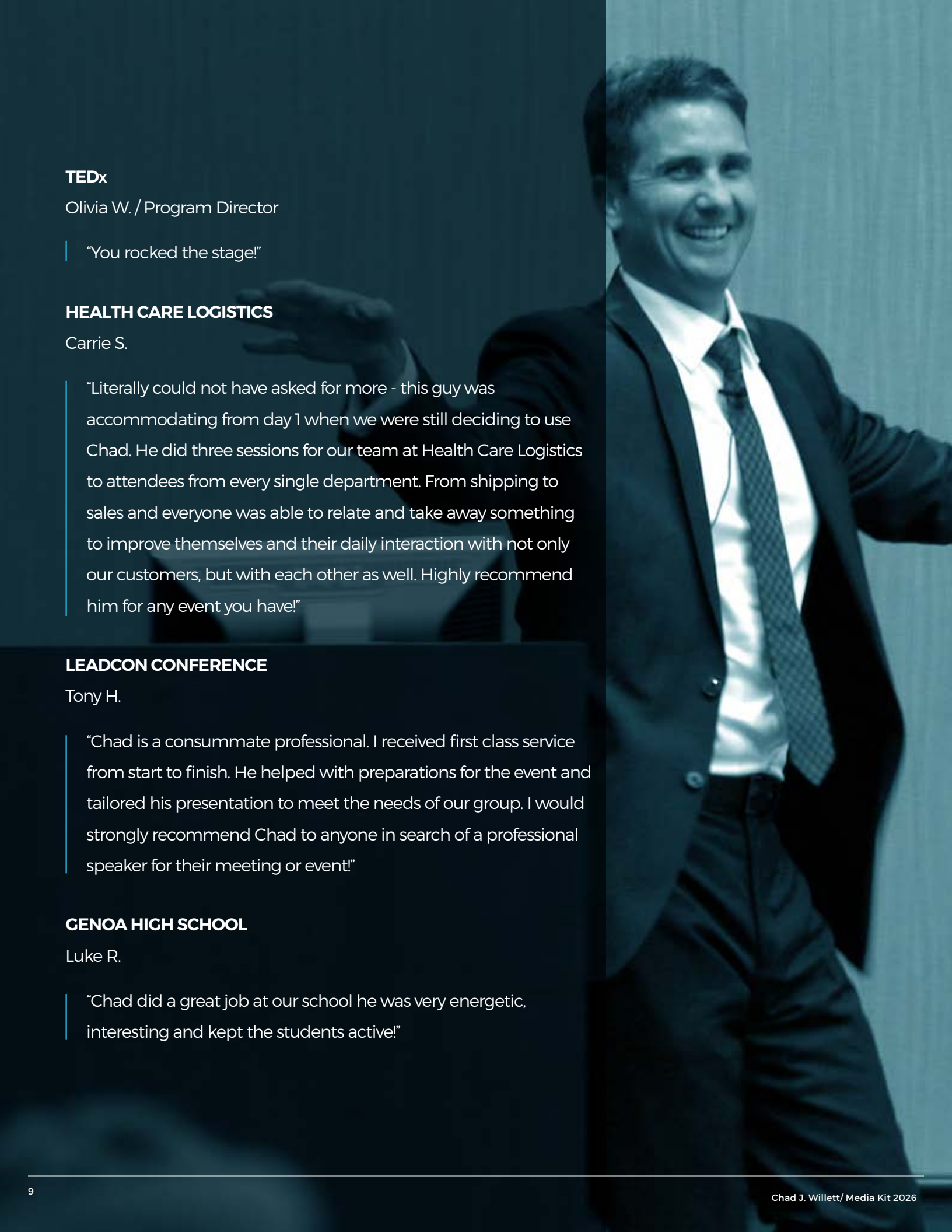
“Chad was nothing less than AMAZING! He was professional, engaging, personable, and an awesome speaker! Chad made my Walmart Women in Leadership event the best ever. My organization is still talking about how they really enjoyed the presentation. I highly recommend Chad to be a speaker at your next event.”



PROCTER & GAMBLE

Digna H.

“Chad was fantastic! From day one, Chad was on board. He was responsive and attentive. His material/presentation was rock solid and relevant.”



TEDx

Olivia W. / Program Director

“You rocked the stage!”

HEALTH CARE LOGISTICS

Carrie S.

“Literally could not have asked for more - this guy was accommodating from day 1 when we were still deciding to use Chad. He did three sessions for our team at Health Care Logistics to attendees from every single department. From shipping to sales and everyone was able to relate and take away something to improve themselves and their daily interaction with not only our customers, but with each other as well. Highly recommend him for any event you have!”

LEADCON CONFERENCE

Tony H.

“Chad is a consummate professional. I received first class service from start to finish. He helped with preparations for the event and tailored his presentation to meet the needs of our group. I would strongly recommend Chad to anyone in search of a professional speaker for their meeting or event!”

GENOA HIGH SCHOOL

Luke R.

“Chad did a great job at our school he was very energetic, interesting and kept the students active!”

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614.572.9005

booking@chadjwillett.com



@chadJwillett



fb.com/chad.j.willett



linkedin.com/in/chadwillett



youtube.com/chadjwillett

