

CHAD J. WILLETT

SPEAKER // AUTHOR // CREATIVE EXPERT



VIDEOS

CHAD J. WILLETT: SPEAKER // AUTHOR // CREATIVE EXPERT



DEMO REEL

"Smash the Box" by transforming your work environment into a culture of innovation!



SHE'S ALL THAT

Chad J. Willett featured alongside Paul Walker in the hit film "She's All That."



BOOK SIGNING

Chad J. Willett has SMASHED the way books are written: No page numbers, no table of contents, and pages upside down. Video- Highlights from the release party for "Smash the Box."



PROGRAMS

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SMASH THE BOX

🕒 45-75 minutes

🧠 Think Outside the Box... Or SMASH It?

SMASH THE BOX by thinking different! Acting different! And creating a culture of innovation! Groups that “Smash the Box” generate “game changing” ideas that gives them a creative advantage over their competition. “Game Changing” ideas, creative plans, and cultures of innovation lie outside the box... Are you ready to take thinking outside the box to the next level?

RIP OUT THE REAR VIEW MIRROR

🕒 45-75 minutes

🧠 Where our focus goes... Energy flows!

How do you “**Rip Out the Rear View Mirror**” and never look back? You focus on the here and now, you determine what you want and you go after it. When we aren’t focused on the here and now and don’t know what we want is when we wander. Wandering allows us to live in the past, dwell on our failures, and waste energy.

MINDSETS

🕒 45-75 minutes

🧠 Don't Just Be a Leader... Be a Creative Leader

Only one thing stands between you and being a creative leader... It's your mind set! You have the ability to successfully think, look, and act like a creative leader. Become a creative leader by challenging your inner dialogue (Think), improving your physicality (Look), and using the art of improvisation as a weapon in working America (Act). Change your mindset and think, look, and act like a leader.

UNLEASH THE GUERRILLA

🕒 45-75 minutes

🧠 Guerrilla Marketing Strategies

“**Unleash the Guerrilla**” is the achievement of marketing goals (e.g. profit) using unconventional methods such as investing energy and ideas instead of money. Guerrilla Marketing is a growing trend: executed correctly, it can be targeted at the people you want to turn on the most. Unleashing the Guerrilla is about daring to be different with your marketing campaign, having an appetite for risks, and willing to do and try the unexpected. In short, it is about producing results that command attention, draw people in, get people talking and bring you more business.



TESTIMONIALS

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"You had the entire audience engaged in your presentation. We were pleased with our session, great panelists and a lot of questions from the participants."

Janet Boston/ Executive Director Indiana Chamber of Commerce



"His 'Smash the Box' program provided us with several techniques to get out of the box and be open to opportunities for creativity/new ideas. This interactive program was fantastic, and many attendees commented that they were going to put these techniques to use in the workplace. Chad is an amazing speaker with a fantastic program."

Tammy Pierce/ CAP/ West Carrollton Schools



"Chad was very professional and received a lot of praise from my peers, and superiors who attended the meeting. Wonderful presentation that resonated with all of us. Thanks so much!"

Alex Bork/ IT Department, Nationwide Insurance



"Chad is not only a great actor, speaker, and effective communicator but he is extremely professional and dedicated to his craft. I highly recommend Chad J. Willett as a speaker for any organization seeking an innovative approach to building confident leaders."

Veronica N. Farris / Sr. Marketing Manager, Cardinal Health



"We had a great experience with Chad. He was really engaging and delivered an inspiring and useful message. I really think we will see the long term value from his framework."

John Williamson/ VP, Finance Direct Energy



"I wanted to thank you for your outstanding presentation, Leadership Presence and Confidence Building through Acting Techniques, at the Mentoring Program launch for the Ohio Chapter of the Healthcare Businesswomen's Association (HBA). Your engaging performance received rave reviews for both the quality of the delivery and value of the information. Your Techniques we can all easily leverage in our roles as business leaders. Bravo!"

K.C./ President, HBA Ohio



BLOG POSTS

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RIP OUT THE REAR VIEW MIRROR

It's time to stop looking back, having regrets, and trying to change the past. This is time we will never get back and the more we focus on the past the less we are focused on the here and now.

[READ MORE](#)

ENERGY= SUCCESS

One's energy, not financial position, will determine one's success. We all want to be around people who have good energy, who make us feel good about ourselves and others during our interaction. The more positive energy people have, the more success they will have in business, relationships and at work.

[READ MORE](#)

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 metal, bolts, and wings up into the air and fly. He didn't ask for anyone permission, wait to get a certification, or receive a diploma, he just did it.

[READ MORE](#)

RUNNING WITH THE HERD

When we run with the herd we don't think original thoughts, push the boundaries, innovate or create. I run with the herd and my goal is to separate from it and think independent and original thoughts which are the catalyst for creativity! I am reading a book titled, "Think Like a Freak" and this quote caught my attention.

[READ MORE](#)



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Chad J. Willett inspires audiences to unleash their creative potential by SMASHING concepts, walls, barriers, and in short... the Box of life! He also writes a weekly blog where he challenges traditional and self-limiting lines of thinking. While, readers who read his book "Smash the Box" have an original experience which includes: pages out of order, no table of contents, no page numbers and pages upside down.

During Chad's programs audiences are challenged too:
Not just think outside the box... But SMASH it!
Not just be a leader... But a creative leader.
Not focus on the 7% of communication... But the 93% of communication.
Not just create a marketing campaign... But a Guerrilla marketing campaign.
Not just work safe... But work in the moment.

Chad uses his arts background in all programs which include spending 7 years in Los Angeles as a professional actor (SAG/AFTRA Member) where he was featured in the hit films "She's All That" with Freddy Prince Jr., "Halloween H2O," with Jamie Lee Curtis and "Can't Hardly Wait" with Jennifer Love Hewitt.

Chad is a member of St. Mary's Church in German Village, Ohio and the creator of "Make Faith Matter." He has also been involved with "Big Brothers, Big Sisters", and a reading literacy program for adults. Chad has worked for three fortune 500 companies: Manpower, ITT Technical Institute and the Washington Post and is the owner/ operator of Broadway2LA Acting Studio. Finally, Chad is married to his wife Erika, and is a proud father to his baby girl, Scarlett.

