



Speaker Author Innovation Expert

CHADJWILLETT

MEDIA KIT

2025



ABOUT CHAD



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.

A man with short brown hair, wearing a dark suit jacket over a light-colored patterned shirt, is speaking at a podium. He is looking slightly to his left. The background is a blurred blue and white setting, possibly a stage or conference room.

**DURING CHAD'S PROGRAMS,
AUDIENCES ARE CHALLENGED TO:**

- 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 Paul Walker, "**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. Chad 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.

VIDEOS & PRESS



Chad's Demo Reel

Rip Off the Rearview Mirror



She's All That



TEDx New Albany



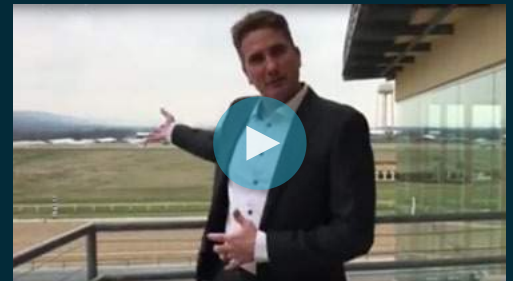
Excuses Put Us in a Box



NBC Affiliate Interview



Smash the Box





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

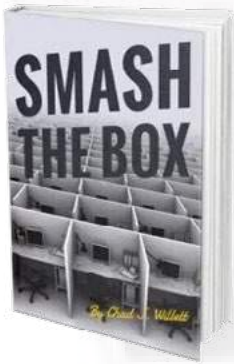
AREA CONFERENCE

Calloway H. / President

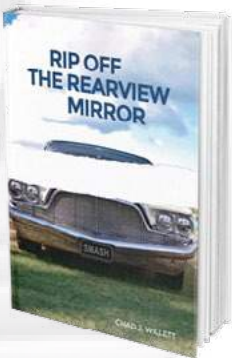
(Columbus, Ohio Chapter)

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 REAR VIEW 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 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](#)

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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