



TRUSTED
INTENT

WHY PEOPLE FOLLOW
LEADERS WHEN IT
MATTERS MOST



BLAKE GLASS

LEADERSHIP SPEAKER • AUTHOR • EXECUTIVE ADVISOR

Helping leaders build organizations where people willingly commit—not because they have to, but because they want to.

“ People don’t follow leaders because of rank, authority, intelligence, or position. They follow leaders whose intent they trust. ”

THREE SIGNATURE KEYNOTES



TRUSTED INTENT

*Why People Follow Leaders
When It Matters Most*

People don’t follow leaders because of title. They follow leaders whose intent they trust.

AUDIENCE TAKEAWAYS

- ✓ Why trust—not authority—is the foundation of leadership
- ✓ How leaders build credibility long before it is tested
- ✓ The role humility and accountability play in leadership influence
- ✓ How trusted intent strengthens organizations and teams



LEADERSHIP UNDER PRESSURE

*Calm, Clarity, and Decision
Making When the Stakes
Are Real*

Pressure does not create leadership. It reveals it.

AUDIENCE TAKEAWAYS

- ✓ How leaders stabilize teams during uncertainty and change
- ✓ Why emotional control shapes organizational confidence
- ✓ How to make better decisions under pressure
- ✓ Why the leaders who listen the longest often decide the best
- ✓ How to project confidence without pretending to have all the answers



THE WILL TO WIN

*Leadership, Culture, and
the Responsibility to
Inspire Others*

Organizations win when people believe in the mission, trust their leaders, and feel connected to something larger than themselves.

AUDIENCE TAKEAWAYS

- ✓ How leaders shape culture through what they tolerate and reinforce
- ✓ Why standard is only met when leaders model them
- ✓ How purpose and trust create resilient organizations
- ✓ Why entitlement quietly destroys culture and morale
- ✓ How leaders inspire commitment instead of mere participation
- ✓ Why the best leaders create belief in something larger than themselves

WHAT LEADERS ARE SAYING

“ You are by far one of the greatest leaders I have ever had the pleasure of working for. ”

- FORMER TEAM MEMBER

“ The presentation was mind-blowing! Thank you for the different levels of our involvement and the leadership lessons! ”

- PULTE MILITARY VETERANS
PROGRAM PARTICIPANT

“ His message reinforced the importance of trusted leadership, professional development, and preparing our Soldiers and leaders to operate effectively in an increasingly complex joint environment. ”

- ROYE LOCKLEAR
President, AUSA First Militia Chapter

CREDENTIALS & CERTIFICATIONS



SERVICE-DISABLED
VETERAN-OWNED
SMALL BUSINESS



VETERAN-OWNED
SMALL BUSINESS



FLORIDA VETERAN-OWNED
CERTIFIED BUSINESS
ENTERPRISE

IDEAL AUDIENCES



- Executive Leadership Teams
- Corporate Meetings
- Industry Conferences
- Government Agencies
- Veteran Organizations



- Professional Associations
- Construction & Development
- Universities & Colleges
- Faith-Based Organizations

WHY BLAKE?

Three decades leading where failure carried real consequences.



Brigadier General, U.S. Army
30+ years of service leading soldiers in combat, at home, and abroad.



Deputy Director for Operations
National Military Command Center
Advising strategic leaders at the highest levels during moments that matter most.



Executive Leader, PulteGroup
Land Development Manager
Leading teams and driving results in a dynamic, fast-paced industry.



Author of *Trusted Intent*
*Why People Follow Leaders
When It Matters Most*
A leadership book built on real stories and timeless principles.



**Leadership Across
Three Arenas**

- ★ **Combat** – Leading when lives are on the line.
- ★ **Corporate** – Leading organizations through growth and change.
- ★ **Family** – Leading where it matters most.

BOOK BLAKE FOR YOUR NEXT EVENT



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Blake's Speaking Page
and learn more.

WHETHER IN COMBAT, IN THE BOARDROOM, OR AT HOME—LEADERSHIP IS EARNED THE SAME WAY:
BE INTENTIONAL. BUILD TRUST. LEAD WITH COURAGE. LEAVE PEOPLE BETTER.