



DAVID CORBIN

KEYNOTE SPEAKER MENTOR INVENTOR

**"YOU'RE EITHER GREEN AND GROWING
OR YOU'RE RIPE AND ROTTING
AND YOU'RE NEVER STANDING STILL"**



MENTOR
TO MENTORS



EMPOWER
YOUR BRAND



INSPIRE
YOUR PEOPLE



ILLUMINATE
YOUR FUTURE

— WHAT PEOPLE ARE SAYING —

"David lights up the room with his wisdom and joyful speaking style. I have enjoyed being a part of his evolution for over two decades."

"David Corbin shows you how to multiply your brand asset value. The takeaways are profound, realistic, and actionable."

"Learn how even slight indifference inside your organization can cause lasting damage to the strongest brands—and exactly what you can do right now to prevent it."

BRIAN TRACY
HALL OF FAME AUTHOR OF "EAT MY FROG"

ROB ANGEL
CREATOR OF Pictionary

BRIAN SMITH
FOUNDER OF UGG AUSTRALIA



CONTACT US TODAY
619.300.6925 @DAVIDMCORBIN
DAVIDCORBIN.COM @DAVIDMARKCORBIN

WATCH
FULL KEYNOTE
CITY SUMMIT
—CLICK HERE—

WATCH
ARE YOU
KILLING YOUR
PERSONAL
BRAND?
-CLICK HERE-



**SIGNATURE
KEYNOTE**

THE ILLUMINATED BRAND™



Aligning Values, Culture and Leadership for Sustainable Growth

IDEAL FOR > Executive teams · Corporate leadership events · Association conferences

PROBLEM

PREVENTING BRANDSLAUGHTER

BrandSlaughter happens when your actions and attitudes don't align with your core values. The result? Trust crumbles, loyalty vanishes, and your brand's reputation takes a beating. It's not just a mistake — it's a crisis.

SOLUTION

BRAND INTEGRITY

Living your brand is about more than just great marketing — it's about consistency, accountability, and culture. David Corbin's Illuminated Brand™ model and formula shines a light on your organization's strengths and weaknesses, ensuring every employee, every action, and every message aligns with your mission.

PREVENTING BrandSlaughter

IDEAL FOR > Executives · Senior leadership teams · Organizations navigating crisis, scrutiny, or rapid change · Brands where trust and credibility are mission-critical.

Your brand is your promise. Any misalignment between words and actions — by leadership or employees — destroys trust. Dave's BrandSlaughter model shows you how to live your brand consistently, protecting your most valuable asset.

How Leaders Protect Culture, Trust, and Reputation When Pressure Is High:

In moments of crisis, brand damage rarely comes from one bad decision — it comes from silence, misalignment, and avoidance. In this signature keynote, David reveals how organizations unintentionally "slaughter" their brand from the inside out — and how to stop it before it happens. Through real-world case studies, humor, and practical frameworks, leaders learn how to identify risk, restore trust, and protect their organization's reputation when it matters most. Before it happens. David informs We are either killing our brand (brand slaughter) or building our brand (brand integrity), and nothing is neutral"

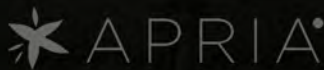


SOME OF DAVID'S CLIENTS & FRIENDS



"BUILDING A BRAND IS TOUGH.
Getting the team to live the brand is
tougher. And doing it under pressure?
Crazy. David Corbin shows you how."

JEFF HOFFMAN
COFOUNDER - PRICELINE



HABITUDE

**HABITUDE WARRIOR
CONFERENCE**

WARRIOR

HABITUDE

NOTABLE APPEARANCES
INC. MAGAZINE & AMERICAN GREETING CARDS
THE EXTREME LEADERSHIP INSTITUTE & PHCC ASSOCIATION