

JAMES FRISVOLD

Leadership Forged Under Pressure

Keynote Speaker | Executive Coach | Corporate Trainer | Author of 21 Les



Signature Message

**Pressure reveals character.
Endurance forges leaders.**

James teaches leadership lessons that can only be learned when pressure has no expiration date.

Book James Frisvold

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The Difference

Many speakers teach lessons from extraordinary adventures they chose. James teaches lessons forged during an extraordinary ordeal he never chose. He had no training plan, no finish line, and no guarantee he would ever come home.

Forged over 4,700 days of uncertainty.

Signature Keynote

Leadership Forged Under Pressure

How leaders think, decide, and lead when there is no easy way out

- Lead through uncertainty
- Stay mentally strong under prolonged pressure
- Make better decisions when emotions are high
- Keep the North Star in sight

Leadership Principles

The North Star Principle

Purpose and focus when the future is unclear.

Follow the Money

Identify hidden agendas before making decisions.

Great Whites & Suckerfish

Know who sharpens you and who drains you.

Endurance Over Time

Discipline that outlasts circumstances.

Perfect For

- Leadership conferences
- Executive retreats
- Sales kickoffs
- Healthcare and first responders
- Military and government
- Professional associations

**Leadership is not developed
when life is easy.**

It is forged when pressure has no expiration date.