

CHAMPION'S CREED

Ben Utecht's Champion's Creed

Keynote Speaking Program



Business Owner, Executive Leader, and Expert in
Culture and Leadership Development



NFL Champion



"Culture is What we Believe, Why we Believe, and How we Behave."



About Ben Utecht

If you want a commanding corporate presence to inspire, teach, and coach how to build world championship organizational culture look no further than 6 foot 7 inch, 260 pound NFL Super Bowl Champion Tight End and Chief Culture Officer Ben Utecht.

Ben is the recipient of the prestigious NFL Hall of Fame coach Tony Dungy's "Uncommon Leader Award" for his leadership performance both on and off the NFL football field. After retiring, Utecht began building a significant career across multiple talents. His speaking career launched him into the Fortune 500 community as a subject matter expert, focusing on the strategy for building high-performing culture. Utecht's passion for people and culture then entered into a corporate leadership position as the Chief Culture Officer for True North Private Equity, a family of companies whose portfolio currently includes 28 companies across 5 industries. He is a franchisor in the top US Ninja Fitness / Entertainment Franchise, Conquer Ninja Gyms, where he oversees all culture systems that impact every location. Also, he is the culture and brand ambassador for Realty Group. To complete his pursuit of practicing a winning culture, Utecht became an owner and ambassador for Behavioral Essentials, a technology company paving the way for talent acquisition and leadership development through customized behavioral assessment results and benchmarking.

Utecht believes that "you will always have a culture by design or default, so why not design it?" and that's what he does. Ben has become a leader in empowering companies to decide, design, deploy, and direct culture strategies that will improve the bottom line, but more importantly, inspire and develop the human condition at work and in life.

His philanthropic interests focus on concussions, which ended his NFL career. Utecht wrote his first book *Counting The Days While My Mind Slips Away* with Simon and Schuster and Howard Books detailing his brain injury story and the radical connection between memory and relevance. Utecht became the spokesperson on concussion for the American Academy of Neurology and was awarded their Public Leadership In Neurology Award, which has been given to some of the most influential celebrities and leaders in the world.

Utecht's hidden talent is an award nominated singer. He has produced 6 albums, sung for two presidents, performed with nationally renowned maestros and symphonies, and even serenaded Muhammad Ali on his birthday. His song "You Will Always Be My Girls" went viral on YouTube as it details his concussion story and love for his family. Utecht truly is a modern day renaissance man. Finally, and most importantly, Utecht loves sharing his life with his wife and four daughters.

A handwritten signature in black ink, appearing to read "Ben Utecht" with "NFL Champ" written below it.

Ben Utecht's Culture Expertise



Behavioral Essentials

Owner and Ambassador - Talent, Human Development, and Culture Assessment Organization



True North Equity Partners

Chief Culture Officer



Conquer Ninja Gyms

Franchisor and Culture Ambassador



Realty Group

Culture and Brand Ambassador



Indianapolis Colts and Cincinnati Bengals

Professional Football Player

Cincinnati Bengals 2008-2009, Indianapolis Colts 2004-2007
Super Bowl XLI Champion

Ben Utecht's Achievements



2019

**Uncommon Award
Recipient**

Received the Uncommon Award from Tony Dungy in 2019.

2018

TEDxTysons Speaker

Gave a TEDx Talk titled "What Has Relevance If You Can't Remember It?" in 2018.

2014

**Public Leadership in
Neurology Award**

Received the American Academy of Neurology and American Brain Foundation's award in 2014.

2013

**Minnesota Brain Injury
Alliance Ambassador
Award**

Received the Ambassador Award for his work raising concussion awareness in 2013.

2012

Dove Award Nominee

Ben Utecht's holiday album, "Christmas Hope," was nominated for a Dove Award in 2012.

2006

**Super Bowl XLI
Champion**

Won the 2006 Super Bowl with the Indianapolis Colts.

2003

**First Team All-Big Ten
Tight End**

Awarded the honor while playing for the University of Minnesota Golden Gopher football team in 2003.

2003

Team Captain

Acted as Team Captain for the University of Minnesota Golden Gopher football team in 2003.



Keynote Overview

Do you believe culture can transform your organization?

Ben Utecht will walk your audience through four inspirational and educational principles that are foundational in both life and business, during the one hour Champion's Creed keynote program.

"I believe, as a speaker, that vulnerability equals connectivity. This is why I approach my keynote presentations with a mission of bringing you on an emotional journey through my life, into a hall-of-fame huddle, and onto a field of high-impact lessons. All our lives tell a story, and this is how I tell mine!"

YOU NEED TO BELIEVE THAT CULTURE WINS.



Program Highlights

- Hear Ben's miraculous journey from debilitating injury to NFL glory and how his life was transformed by Tony Dungy's chosen culture
- Ben Utecht brings you inside the NFL Huddle to discover the steps to practicing championship listening.
- Gain understanding of the learning system of a Super Bowl contender and discover the keys of practicing championship learning.
- Experience the most intricate offense and audible system in NFL history to discover the facets of practicing championship communication.
- Join the team and discover how practicing a championship culture of value and respect can propel you to new heights of success.



Ben Utecht's Examples of Past Clients





Ben Utecht's Testimonials



Stats Perform

Nancy Hensley, Chief Product and Marketing Officer

We just had Ben speak at an event this week, all I can say is wow, he is so inspiring! Ben spoke to our global team and I have so many emails and messages thanking me and telling me how much they enjoyed his talk. I have seen Ben speak in person and this time was virtual. Even being remote, he's so authentic and somehow can make that connection just like he is there in front of you. I highly recommend hiring Ben if you want to give your team a little inspiration boost (which we all seem to need these days!) Thanks Ben! The team loved every minute!



Tri-County Health Care

Rachel Amiot, Event Planner

Ben genuinely aimed to make each person feel special. Ben's keynote speech moved the audience from laughter to tears to standing ovation! Afterwards men commented "he was one of the best speakers yet!" and "good luck topping that!". Ben was so easy to work with and very accommodating.



Vizient

Cathy Morrow, Senior Director

Ben did a fantastic job. On our program evaluation from the participants, he scored a 9.1 on a 10 point scale. He scored higher than Dr. Omalu. Our board chair said "he hit it out of the park".



Booking Information

Book Ben Utecht for his inspirational and impactful keynote program!

Get in touch with Ben Utecht's Booking Agent, Melissa Buening, for pricing and availability.



Melissa Buening

Booking Agent

melissa@ben-utecht.com