

KEYNOTES · WORKSHOPS · BOARD-LEVEL FACILITATION

Jason Borowicz

The keynote version of what turned \$1M into \$238M.

AUCKLAND 2013 · LEADERSHIP BY DESIGN 2019 · MBA + M.A. HUMAN DEVELOPMENT · DUAL U.S./NZ CITIZEN · EN · CS · DE

THE RECEIPTS

\$238M

Enterprise value created in 18 months when leadership challenged a failing business model and redefined who paid for value — in a mid-market B2B services company.

\$1M to \$10M

Annual profit growth over the same eighteen months. Same engagement. Same starting question.

\$1B

Value delivered through a citizen-services digital transformation for a major city, sequenced around outcomes rather than features.

BIO

Jason Borowicz has led a \$1 billion citizen-services digital transformation for a major city, an 18-month turnaround that moved a mid-market B2B services company from \$1M to \$238M in enterprise value and from \$1M to \$10M in annual profit, and — before any of it — a rebuild of his own teaching career from a 17% fail rate on a performance improvement plan to 92%+ student mastery across 760 students over four years.

He is an educator-turned-strategist and the founder of Shift Executive Partners, a firm he started in Auckland in 2013 and now runs from the United States. He is a dual citizen of the U.S. and New Zealand, speaks English, Czech, and German, and has led strategic work inside schools, professional sports, large corporations, major cities, nonprofits, and tech start-ups. That range is not a résumé flex — it is the reason his method transfers. Growth patterns rhyme across sectors. Failure patterns rhyme even louder.

Jason holds dual master's degrees — an MBA and a master's in Human Development — which lets him work at three layers of any engagement simultaneously: the organization, the team, and the person. He is the author of *Leadership by Design* (2019) and the creator of the Imaginations™ growth framework.

SIGNATURE KEYNOTES

Invent Second

SYSTEMS FOR CHANGE · ORGANIZATION LAYER

Every audience member leaves with the one question they should have asked before their last major decision — and a diagnostic to run before their next one. Built on the same discipline that turned \$1M into \$238M in eighteen months.

OUTCOME · Audience leaves with a working test for intent — and knows where it was skipped in their own business.

45 MIN · 60 MIN + Q&A · 90 MIN + WORKSHOP SEGMENT

SIGNATURE KEYNOTES · CONTINUED

A Team at Play

THE TEAM THAT PLAYS · TEAM LAYER

Teams that generate energy outperform teams that consume it — every time, in every sector. Audiences leave with the four markers of a team at play, and the three most common team-drift patterns to watch for on Monday morning.

OUTCOME · A shared vocabulary and diagnostic for team energy that survives the flight home.

45 MIN · 60 MIN + Q&A · HALF-DAY WORKSHOP VERSION

Creative Habits

CREATIVE HABITS FOR PERSONAL BREAKTHROUGH · PERSONAL LAYER

Creative habits raise resilience, ROI, and revenue per employee. Audiences leave with three practices they can install by the end of the week — and the research behind why each one works.

OUTCOME · Three installable practices, one page of research, zero motivational filler.

30 MIN SHORT-FORM · 60 MIN + PRACTICE · FULL-DAY WORKSHOP

The Turnaround

FLAGSHIP STORY KEYNOTE · CROSS-CUTTING

The full arc — from a failing teacher on a PIP, to a \$1 billion product for a major city, to \$1M into \$238M in eighteen months. Not a résumé tour. A study of what compounds and what breaks, delivered by the person who lived every chapter.

OUTCOME · Audiences leave with a felt understanding of why intent precedes invention — and a story they will tell for months.

60 MIN FLAGSHIP KEYNOTE · OPENING OR CLOSING PLENARY

WORKSHOPS · ENGAGEMENT TIERS

HALF-DAY & FULL-DAY WORKSHOPS

The Mental Edge — half-day. Based on Module 0 of Shift Labs.
Intent Before Invent — half-day. Keynote 1 expanded into a working session.

The Team at Play — full-day team retreat format.

The Founders' Diagnostic — half-day; every founder leaves with a working intent one-pager.

ENGAGEMENT TIERS · INVESTMENT ON REQUEST

Keynote · 30 to 90 minutes · single stage engagement
Flagship Keynote · 60-minute story keynote · The Turnaround
Workshop · half-day or full-day · interactive working session
Keynote + Workshop · same-day double engagement
Board-Level Facilitation · private, invitation-only

Fees quoted per engagement. Travel from Norton Shores, Michigan.

BOOKING · TECH · TRAVEL

BOOKING PROCESS

1. Share the date, the audience, and the outcome you want them to leave with.
2. Response within 48 hours with fit, fee, and a shortlist of talks that match.
3. One 30-minute prep call with the event organizer, included in every booking.
4. Contract, deposit, delivery.

TECH & TRAVEL

Lavalier or headset mic preferred. Confidence monitor when available. Presenter clicker provided by Jason.

Travel from Norton Shores, Michigan (nearest airports: GRR, MKG).

International travel from either the U.S. or New Zealand routing.

Travel and lodging booked by the host; economy plus for <6 hours, business class beyond that.

Tell us the date, the audience, and the outcome you want them to leave with.

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