CFT KEYNOTE SPEAKERS

LANCE SCHIFFMAN

Build extraordinary people.
Extraordinary cultures follow.

SPEAKER · TRAINER · ADVISOR · AUTHOR



3	20+ years	2
signature keynotes	in business and real estate	books

Never treat anyone in a manner which makes them feel small, including yourself.

Lance does not deliver another motivational speech. He starts a conversation people carry into their leadership, teams, families and lives.

GENSHAI



KILIMANJARO · ELBRUS · UTAH

Business credibility. Human depth.

LANCE SCHIFFMAN

01 · ABOUT

MEET LANCE.

Lance Schiffman is an entrepreneur, investor, speaker and father of four. He started his first business before age ten, entered real estate as a teenager and bought the apartment complex he lived in.

He later built and sold Schifty's and spent more than two decades in commercial and residential real estate. His résumé gives him permission to speak. His transformation is why audiences listen.

Two serious cycling accidents deepened his commitment to Genshai. An adventurer who has climbed Kilimanjaro and Elbrus, he supports basic human needs through Giving Genshai.

BUILDER
Business and investing from a very young age.

LEADER
Decades alongside founders and executives.

SURVIVOR
Hard seasons that reshaped identity.

HUMANITARIAN
Food, water, shelter, education, health.

02 · SIGNATURE KEYNOTES

THREE TALKS. ONE STANDARD.

Each keynote is tailored to the room, from youth and community groups to executive teams.

KEYNOTE 01

GENSHAI

What changes when we stop making ourselves and each other small?

For youth, families, communities and workplace teams. Genshai begins with self love and extends to every relationship.

- Self love without comparison or self diminishment
- Language that honors ourselves and others
- One daily action that strengthens connection

KEYNOTE 02

THE OLLIN WAY

A way to live what we believe.

For youth, educators, community groups and workplace cultures. Connects purpose to the choices we make each day.

- Notice the beliefs shaping your choices
- Practice care for yourself and others
- Choose a meaningful daily commitment

KEYNOTE 03

WHAT ADVERSITY REVEALS

Drawn from two serious cycling accidents.

For people facing change and teams navigating uncertainty. Genshai's self compassion meets The Ollin Way's daily practice.

- Separate personal worth from a setback
- Ask for support without shame
- Choose a manageable next step
- Build a culture where people recover and contribute

03 · PRIVATE CEO AND FOUNDER ADVISORY

LEADERS NEED A PLACE WHERE THEY DON'T HAVE TO PERFORM.

A discreet advisory relationship for select CEOs, founders and senior leaders carrying growth, pressure, transition, identity, family, purpose and the weight of extraordinary responsibility.

GROWTH | TRANSITION | FOUNDER ISOLATION | CULTURE | PURPOSE | LEGACY

04 · FORMATS

CULTURE IS WHAT PEOPLE EXPERIENCE.

For organizations that want a higher standard of leadership, trust and human performance.

A GREAT FIT FOR

- CEOs and founders
- Executive teams
- Corporate leaders
- Entrepreneurs
- Nonprofit leaders
- Healthcare
- Education
- Youth and students
- Communities and clubs

01

KEYNOTE

Open or close the room with a memorable shared language.

02

HALF DAY

Interactive culture workshop applying Genshai to everyday behavior.

03

FULL DAY

Leadership intensive for deeper alignment, trust and accountability.

04

RETREAT

Premium facilitated experience for executive teams and founders.

05

MULTI SESSION

Longer implementation that moves from message to culture.

06

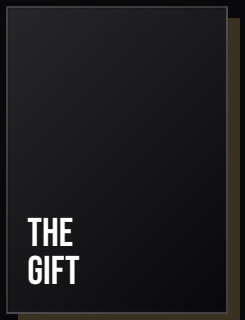
ADVISORY

Private one on one and group advice and consultation.

05 · AUTHOR AND STORYTELLER

THE MESSAGE TRAVELS BEYOND THE STAGE.

Lance uses books and storytelling to bring self worth, possibility, service and human connection into homes and communities.



The Gift

The philosophy that challenges leaders in boardrooms can begin with a child learning to recognize the gift within themselves.



The Genshai Effect

A deeper look at the principle that can transform the way we treat ourselves, each other and the world.

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STEP 02

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We hold the date and shape the talk to your theme and audience.

STEP 03

WE HANDLE THE DETAILS

Contracts, travel, AV and prep calls. One point of contact the whole way.

STEP 04

SHOW DAY

Lance delivers. Your people leave treating themselves and each other better.

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CFT

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