

Speaking



1st 5 Minutes Turn Your 1st 5 Minutes Into Your Greatest Competitive Advantage

Keynote Description

We live in a world of constant communication — Yet most professionals have never been trained how to actually connect.

Today's business leaders face a very real challenge:

Attention spans are shrinking.

Buyers are distracted.

Younger professionals are under-trained in real human connection.

And most organizations still invest heavily in product and process... while neglecting the single factor that determines whether those skills ever get used: connection.

In this eye-opening keynote experience, business connection expert and author Bryan Buckley uncovers WHY most business conversations are ineffective in the 1st 5 Minutes and HOW elite business connectors use the 1st 5 Minutes Framework to build connection, trust, and influence immediately with a proven framework.

The 1st 5 Minutes isn't about scripts.

It's about awareness.

It's about intention.

It's about reading the moment to engage real people.

With live interaction, memorable stories, and real-world application, Bryan demonstrates how leveraging the 1st 5 Minutes unlocks stronger conversations, deeper relationships, and better results.



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Audience Outcomes

In this high-energy, interactive session, audience members will be able to:

- ✓ **Create a connection-first mindset and approach**
Adopt a connection-first selling mindset that enables participants to establish trust early, reduce resistance, and position themselves as credible advisors.
- ✓ **Utilize certain questions to increase engagement**
Develop the ability to use strategic questioning to increase buyer engagement, uncover real needs, and guide sales conversations more effectively.
- ✓ **Implement connection-driven listening and learning**
Apply listening and learning techniques that help sales professionals recognize buyer signals, respond with relevance, and create stronger relationships.
- ✓ **Transition from connection into content without losing momentum**
Learn to move smoothly from rapport into discovery, positioning, and problem-solving without disrupting conversational flow.
- ✓ **Consistently maximize the 1st 5 Minutes of every business conversation**
Implement a proven framework to ensure every sales conversation starts with clarity, confidence, and credibility.

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Stage Intro

Bryan Buckley has been in the corporate world for two decades, going from not-so-suite to C-suite positions that always leveraged his people skills. This has given him a rare understanding of what it really takes to earn trust and influence.

Bryan is the leading authority on the 1st 5 Minutes of a Business Conversation. He's a 5X author, speaker, and host of the popular, Elite Business Connector Podcast.

He's a husband of one, father of five, and lives in the Chicagoland area. He's a Chicago sports fan... which highlights his ability to be resilient, patient, and blindly loyal.

AV Needs

- ✔ **Video**
If video is used at the event, Bryan is requesting any video from his keynote along with requesting the ability to interview participants after the event on their experience of the keynote.
- ✔ **Microphone**
Bryan requests a wireless H6 Countryman Headset microphone connected to a professional audio system, in addition to two hand-held mics for audience interaction.
- ✔ **Slides**
Bryan can provide presentation slides in advance and will bring a backup on USB to the event.
- ✔ **Confidence Monitors**
Bryan strongly prefers at least one confidence monitor positioned at the middle front of the stage, along with a countdown clock beside it.
- ✔ **No Podium**
Bryan prefers not to have a podium on stage. If one must be present, please have it pushed back so he may walk in front of it unencumbered.
- ✔ **Stage Props**
Bryan is requesting three interview-type chairs to be used during his keynote for interviewing two crowd participants. Bryan is also requesting six 16" softballs to be used as props during a main point with a crowd participant. Odd request but these props play a key learning role
- ✔ **Beverage**
Please have a couple of room-temperature bottles of water available to Bryan while on stage.