

Dated: October 1, 2025

JJ Birden Introduction

Dear Introducer:

This introduction is for your ease. Please feel free to rehearse or modify it to fit your natural delivery style. Energy and enthusiasm are encouraged!

Some people are born with the odds in their favor.

Our next speaker? Not so much.

At just 5'10", 157 pounds, he was told over and over again he'd never make it to the NFL. He was too small. Too light. Too unlikely.

But he didn't listen.

Instead, he built a nine-year career at the highest level of professional football.

And today - he brings that same mindset to the stage.

JJ Birden is a peak performance expert, former NFL wide receiver, and a living example of what happens when you combine preparation, consistency, and belief.

In this powerful keynote, he'll walk you through the principles he used to beat the odds - and how you can apply them to leadership, business and life.

So if you're ready to get fired up...

(Please, express with energy...)

Please welcome one of the smallest and lightest players ever to play in the NFL, JJ Birden...