

Keynote Series

RESILIENCE 3.0 - Build a Lighthouse

What if everything you've believed about resilience is wrong?

In boardrooms and offsites, resilience is praised as a must-have trait. But the uncomfortable truth is that most leaders treat resilience as something you either have or you burn out trying to fake. What if resilience is an infinite ability that can be easily awakened at any moment?

In this high-impact keynote, former IDF tank commander and elite leadership strategist Ron Weinreich draws from his own personal story of extreme resilience and years coaching top-performing teams to challenge everything you think you know about adversity, burnout, and what it really takes to lead through chaos. What is the at the source of resilience?

You'll discover:

- Why resilience isn't rare—it's built into you
- How to approach adversity so that it turns into fuel
- Why most corporate "grit" strategies backfire—and how to awaken real, sustainable power
- The unseen ingredient that turns stress into strategy, pressure into purpose
- What happens when individuals and teams reconnect to a Higher Purpose—one that makes them unstoppable

This Keynote is a wake-up call - handing the mic to the audience and asking the questions no one else dares:

Where in your life have you forgotten what you're here for?

Your team will leave this keynote stirred, clear, and called to action—with renewed energy, direction, and a fire in their heart that doesn't go out when things get hard.

Resilience isn't found. It's actively summoned. **Then we rise.**