# Sly Williams.
# A message with purpose.

A practical starting point for campuses, teams, and communities planning a leadership conversation.

Sylvester “Sly” Williams is a Super Bowl 50 champion, former NFL first-round draft pick, speaker, and entrepreneur. Drawing on a journey from a factory floor in Missouri to professional football, he speaks about resilience, leadership, and accountability through the CHAMP framework: Commitment, Honesty, Accountability, Mindset, and Persistence.

## Session directions to discuss

**The CHAMP Way / Campuses and student-athletes**
Explore setbacks, daily habits, and ownership of the next chapter.

**Built to Win / Corporate teams**
Explore ownership and the everyday standards that support a team.

**Built to Lead / Leaders and managers**
Explore clarity, trust, and leadership behavior under pressure.

These are proposed session titles and themes, not confirmed packaged offers or measured outcomes. Community and conference programs can begin with a resilience and purpose conversation. Confirm scope, duration, formats, workshop delivery, and fees with Sly.

## Watch and verify

INROADS: CHAMP Leadership session and recap
Documented speaking appearances and original sources

Speaking inquiries: use the inquiry form at slywilliams.com/contact
An inquiry does not reserve a date. No response deadline or fee is promised.

# Start with the audience.

Use this brief with your committee before reaching out. A clear goal is more useful than a fully finished event plan.

## Who will be in the room?

Audience, organization, approximate size, and stage of life or work.

## What is the conversation your audience needs?

Describe one challenge in their own words.

## What would a useful takeaway look like?

Choose one action or conversation attendees could continue afterward.

## What do you know about the event?

Date or date window; city or virtual; format; available budget or still determining.

## What does your committee need to decide?

Relevant footage, session scope, total costs, accessibility needs, and approval timeline.

# Make the next step useful.

## Before you shortlist a speaker

• Watch a complete segment to evaluate delivery, message, and audience fit.

• Check named appearances and ask for relevant, approved references.

• Discuss takeaways as proposed learning goals, not guaranteed performance results.

• Confirm availability, fees, travel, session length, customization, and who delivers any workshop.

• Discuss captions, access needs, AV requirements, photography, and recording permissions.

## After the session

Give participants time to identify one commitment, one next action, and one person who can support follow-through. These are optional planning prompts, not a promised part of Sly's delivery.

## For a campus or student audience

Which campus resources could help students take their next step? Who will connect the conversation to ongoing student support?

## For a company or leadership team

Which team standard should managers revisit afterward? How will the team discuss what follow-through looks like?

## Ready to discuss your event?

Share your audience, organization, and intended takeaway through the inquiry form at slywilliams.com/contact. Dates and budgets can still be in progress.

This kit was prepared for local concept review. Biography, assets, program names, and planning copy require owner approval before publication. It includes no approved client testimonials or claims of measured client results.