



KEYNOTES · WORKSHOPS · CORPORATE TRAINING

SPEAKER KIT

JASON MACDONALD

Maxwell Leadership Certified Speaker, Trainer and Coach

"You are not broken. You are unbuilt."

Author of BUILT OPERATOR · Founder of AlphaBlueprint
In person or virtual · Based in St. George, Utah · Available nationally
Bios · Stage introduction · Programs · Formats · AV · Photography

info@alphablueprint.net

alphablueprint.net/speaking

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THE SPEAKER

Both bios below are approved for programs, websites, and press. Use them as written, or trim from the end. No permission required.

LONG BIO · APPROX. 165 WORDS

Jason MacDonald is an author and an Independent Certified Coach, Teacher, Trainer and Speaker with the Maxwell Leadership Certified Team. He is the founder of AlphaBlueprint, a performance and development company headquartered in St. George, Utah. Jason spent years in sales and leadership, building and running high-performance teams, before developing the system that became AlphaBlueprint. He built the framework because the standard shelf of self-help books offered stories and inspiration but no structure. Men needed a system they could install and run, not another memoir to admire. His book, BUILT OPERATOR, delivers that system across three pillars, Discipline, Mastery, and Domination, and Twelve Standards a man installs in sequence and runs for life.

SHORT BIO · APPROX. 55 WORDS

Jason MacDonald is an author and a Maxwell Leadership Certified speaker, trainer, and coach. He is the founder of AlphaBlueprint, a men's performance and development company based in St. George, Utah. His book BUILT OPERATOR gives men a complete system for building discipline, mastery, and financial dominance.

CREDENTIALS AT A GLANCE

MAXWELL LEADERSHIP CERTIFIED

Independent Certified Coach, Teacher, Trainer and Speaker with the Maxwell Leadership Certified Team.

PUBLISHED AUTHOR

BUILT OPERATOR. Three Pillars, Twelve Standards, and the daily scoring method behind every program in this kit.

RUNS A LIVE CURRICULUM

Founder of the AlphaBlueprint Academy, where the same twelve-standard system is taught, scored, and held to weekly.

APPLIED AI, NOT THEORY

Builds and runs AI operating systems daily across sales, marketing, finance, brand, and operations.

Motivation wears off by Thursday. A system does not.

STAGE INTRODUCTION

Written to be read aloud, word for word, by the emcee. Every fact in it is verified. Nothing needs to be added.

THE FULL INTRODUCTION · ABOUT 60 SECONDS

Our next speaker is an author, and an Independent Certified Coach, Teacher, Trainer and Speaker with the Maxwell Leadership Certified Team. He is the founder of AlphaBlueprint, a performance and development company based in St. George, Utah.

He spent years in sales and leadership, building and running teams, before developing the system that became AlphaBlueprint. He built it because the standard shelf offered stories and inspiration but no structure. People did not need another memoir to admire. They needed something they could install and run.

That system became his book, BUILT OPERATOR: three pillars, twelve standards installed in sequence, and one binary question per standard, scored daily against evidence rather than feelings. The same framework runs the AlphaBlueprint Academy, where it is taught, scored, and held to every week.

He speaks the way he works. Direct, structural, and allergic to a session that ends in applause and changes nothing on Monday. His message is simple: you are not broken, you are unbuilt.

Please welcome Jason MacDonald.

THE SHORT INTRODUCTION · ABOUT 15 SECONDS

Our next speaker is an author and a Maxwell Leadership Certified speaker, trainer, and coach, and the founder of AlphaBlueprint. His book BUILT OPERATOR gives people a complete system for building discipline, mastery, and financial dominance. Please welcome Jason MacDonald.

NOTES FOR THE EMCEE

- ◆ Read the long version at a normal pace. It runs about sixty seconds.
- ◆ Say the name plainly: Jason MacDonald. No nickname, no title stack.
- ◆ Do not add credentials, awards, or numbers that are not written on this page.
- ◆ Hold the last line, “you are not broken, you are unbuilt,” then bring him up.

Jason is an Independent Certified Coach, Teacher, Trainer and Speaker with the Maxwell Leadership Certified Team. He is not an employee, agent, or representative of Maxwell Leadership, and nothing in this kit implies endorsement by Maxwell Leadership or John C. Maxwell.

SIX TALKS. ONE OPERATING SYSTEM.

Every program runs on the same framework from BUILT OPERATOR: Three Pillars, Twelve Standards, and one binary daily question per standard.

01 The Structure Problem

Why capable teams underperform, and the standard that fixes it

The opening keynote and the foundation for everything else. Your audience leaves with a written standard instead of a good intention: what the non-negotiable floor is for their role, how it gets scored daily, and what happens at the weekly review. It reframes performance from a motivation problem into a design problem your leaders can actually solve.

WHAT THE ROOM LEAVES WITH

- ◆ A written, non-negotiable floor for their role
- ◆ A daily scoring method that takes under two minutes
- ◆ The First Hour Protocol for protecting output
- ◆ A weekly review cadence a manager can run in fifteen minutes

DELIVERY 45 to 75 min keynote · 90 min interactive · half or full day workshop · in person or virtual

02 Hold or Fold

Building accountability that does not depend on being watched

Accountability fails when it is a feeling, a meeting, or a manager. This program replaces all three with a binary: for every standard, every day, you either held or you folded. No partial credit, no self-report drift, no debate. The session covers how to write standards people cannot argue with, how to make a miss safe to name, and how to run the conversation that follows without it becoming personal.

WHAT THE ROOM LEAVES WITH

- ◆ Standards written so a miss is unambiguous
- ◆ The hold-or-fold scoring method and why partial credit corrupts it
- ◆ A framework for naming a miss as a target, not a verdict
- ◆ Language for the accountability conversation itself

DELIVERY 60 min keynote · half-day workshop · multi-session training series

03 Command Through Others

Moving work off your plate without losing the standard

The most common failure in a promoted leader is not delegation avoidance. It is delegation without a standard, which produces work that has to be redone and a leader who concludes it is faster to do it himself. This program teaches the Delegation Ladder: what to hand off, in what order, with what defined outcome, and how to inspect it without hovering.

WHAT THE ROOM LEAVES WITH

- ◆ The Delegation Ladder, applied to their actual task list
- ◆ How to define a handoff so the outcome is not negotiable
- ◆ An inspection cadence that is not micromanagement
- ◆ The Owner's Mirror: taking the outcome and naming the fix

DELIVERY 60 min keynote · half-day workshop · executive coaching track

SIX TALKS. ONE OPERATING SYSTEM.

04 Evolve or Die

Leading people through change they did not choose

Every organization eventually asks its people to give up the version of themselves that made them successful. Most change programs address the plan and ignore the identity, which is why they stall. This program gives leaders the Quarterly Kill List: a repeatable method for naming what is retiring, what is replacing it, and what stays the same so the ground does not move under everyone at once.

WHAT THE ROOM LEAVES WITH

- ◆ The Quarterly Kill List, run live in the session
- ◆ How to separate what changes from what is permanent
- ◆ Language for the identity cost of change, not just the process cost
- ◆ A ninety-day cadence for making the change stick

DELIVERY 60 min keynote · half-day workshop · leadership team facilitation

05 The Operator's Advantage

Making AI a daily operating habit instead of a pilot project

Most organizations have bought AI tools and installed almost no AI behavior. This program is not a technology briefing. It is an operating session: how a non-technical leader uses AI on a real calendar, a real inbox, a real pipeline, and a real set of numbers, with a standing profile that makes every output specific to the business rather than generic. Delivered live, in front of the room, on the tools your people already have.

WHAT THE ROOM LEAVES WITH

- ◆ A standing business profile that makes every AI output specific
- ◆ Five operator routines: calendar, inbox, customer engine, cash flow, stand-up
- ◆ Where AI advises and where a human still decides
- ◆ A rule for what never goes into a model

DELIVERY 60 to 90 min working session · half-day workshop · virtual friendly

06 Build the Money Engine

Systems thinking for owner-operators and business audiences

Written for association and owner-operator audiences rather than corporate employees. The premise is architectural, not aspirational: most operators do not have a revenue problem so much as a structure problem, where money moves without lanes and decisions get made without a map. The session covers building the Cash Flow Map, defining the lanes, and automating the split so financial discipline does not depend on memory. No projections, no promises, no numbers claimed.

WHAT THE ROOM LEAVES WITH

- ◆ A Cash Flow Map drawn in the room
- ◆ Defined lanes: operating, reserve, growth
- ◆ An automation plan so the split is not a decision each month
- ◆ The order of operations: structure first, then top line

DELIVERY 60 min keynote · half-day workshop

Do not see your theme here? Every program is built from the same twelve-standard framework and is regularly customized to a client's meeting theme or training schedule.

FORMATS

BOOK THE DEPTH YOU NEED.

The same system, delivered at the length that fits your event. Every format includes a pre-event discovery call and customization to your organization at no additional charge.

Keynote

45 TO 75 MINUTES · IN PERSON OR VIRTUAL

A general session built for a room of any size. One framework, delivered so it can be repeated in the hallway afterward. Includes Q&A and, on request, a book signing.

- ◆ Customized to your meeting theme
- ◆ Pre-event discovery call
- ◆ Stage introduction script provided

Half-Day Workshop

MOST REQUESTED

3 TO 4 HOURS · INTERACTIVE · TWO BREAKS

Where the material stops being a talk and becomes an install. Small-group work, live exercises, and a written action plan each participant leaves holding.

- ◆ Printed participant materials
- ◆ Live exercises and small-group work
- ◆ Completed action plan per participant

Full-Day Workshop

6 TO 8 HOURS · BREAKS AND LUNCH

The complete twelve-standard system installed across a leadership team in one day, with the weekly review cadence built and scheduled before anyone leaves the room.

- ◆ All three pillars covered in sequence
- ◆ Team standards written on the day
- ◆ Follow-up accountability cadence set

Corporate Training Series

MULTI-SESSION · DEFINED COHORT

A recurring in-house program that builds shared language across an organization. Curriculum, cohort, objectives, and a cadence that keeps the standard alive between sessions.

- ◆ Curriculum mapped to your objectives
- ◆ Consistent language across teams
- ◆ Between-session accountability structure

Executive & Team Coaching

ONE-TO-ONE OR SMALL GROUP · ENGAGEMENT BASED

Confidential coaching for executives and emerging leaders. Assessment, goals, a set session cadence, and accountability between sessions against a written standard.

- ◆ Individual coaching, private
- ◆ Small-group coaching, onsite or virtual
- ◆ Defined engagement length, not open-ended

Lunch and Learn

60 TO 90 MINUTES · VIRTUAL FRIENDLY

High impact, time efficient, and the lowest-friction way to bring leadership development into an organization for the first time. Frequently the first engagement a new client books.

- ◆ Fits inside a lunch hour
- ◆ Works for distributed teams
- ◆ Natural on-ramp to a workshop

F E E S

Fees are quoted per engagement based on format, date, location, and length. Travel, lodging, and printed materials are quoted separately. Recording rights are agreed in writing before the event. Send your date and budget range through the inquiry form and you will receive a written quote.

AV REQUIREMENTS

Standard, and deliberately short. If your room already runs general sessions, it almost certainly already meets this. Anything below can be discussed on the customization call.

SOUND

- ◆ A wireless lavalier or a wireless handheld microphone. Either is fine; a wired handheld is not.
- ◆ House sound available for occasional audio played from the presentation.
- ◆ Water at the stage.

VISION

- ◆ HDMI connection for 16:9 slides.
- ◆ Projector and screen, or an LED wall, visible from the back row.
- ◆ A confidence monitor or a downstage monitor is preferred.

ROOM AND STAGE

- ◆ A stage or riser with room to move. Jason does not speak from behind a lectern.
- ◆ Access to the room 60 minutes before doors for a tech check.
- ◆ Recording permitted by written agreement.

RECORDING

Recording rights, internal distribution, and any public use are covered in the speaker agreement so there is no ambiguity afterward.

Early to the room, ready before the room is.

APPROVED PHOTOGRAPHY

Cleared for programs, websites, screens, and press. Credit is not required. Full-resolution originals of any shot below are available on request at info@alphablueprint.net.



profile-square-mic-smile-1200.jpg



stage-bw-vertical-smile.jpg



stage-bw-vertical-mic.jpg



stage-bw-point-mic.jpg



stage-bw-point-right.jpg



stage-bw-point-up.jpg



studio-bw-arms-crossed.jpg



studio-bw-arms-crossed-2.jpg

USAGE

Print, web, and broadcast use permitted for promoting a booked engagement, an interview, or the book. Do not crop out the frame edges of the stage images. Request originals at info@alphablueprint.net.

THE BOOKING PROCESS

Your event should be the easy part of your week. Five steps, and you will know where you stand after the first one.

1 Submit the form

Two minutes. No financial obligation, no phone call required to get an answer. You will hear back within one business day, including if the date is not available.

2 Introductory call

Twenty to thirty minutes on your audience, your theme, and the behavior you want changed. The date is held while you decide. Still no obligation.

3 Secure the date

A written speaker agreement covering fee, format, travel, AV, and recording rights. The date is confirmed on signature and deposit.

4 Customization call

A working session with you or your committee. Your language, your mission statement, your examples. Stage introduction, AV requirements, and materials delivered ahead of time.

5 Event day, and after

Early to the room, ready before the room is. Attendees leave with a written standard and the scoring method. Follow-up resources go to every attendee who wants them.

STRAIGHT TALK ABOUT PROOF

There are no testimonials in this kit and there will not be invented ones. This is a new speaking practice built on a real certification, a published book, and a curriculum that runs live every week. If you would like to speak with someone before you book, ask in the inquiry form and a reference call will be arranged.



CHECK THE DATE. THEN BOOK IT.

Send your date and you get a written reply within one business day,
including if the date is not available.

BOOKING

SPEAKING INQUIRIES

Date, format, audience, and budget range. Two minutes, no obligation, and a real reply within one business day.

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THE BOOK

BUILT OPERATOR

Three Pillars. Twelve Standards. The full doctrine behind every program in this kit, in order, in print. Bulk orders and signings can be quoted with the engagement.

<https://www.amazon.com/dp/B0H9C95BHQ>

THE CURRICULUM

ALPHABLUEPRINT ACADEMY

The same twelve-standard system, taught, scored, and held to every week. Where the material runs live between engagements.

<https://www.skool.com/alphablueprint/about>

Inspiration ends. Installation begins.

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