



Keynote ROI Planner

Turn Applause Into Action

Step 1: Define Your Event's Top Leadership Goal

- ☐ Improve trust in senior leadership
- ☐ Reduce burnout and disengagement
- ☐ Strengthen organizational culture
- ☐ Align teams around a shared vision
- ☐ Develop stronger frontline leadership
- ☐ Other: _____

Step 2: Set Success Benchmarks

What does *real* impact look like post-keynote?

- ☒ Engagement:
 - ☐ Positive audience feedback
 - ☐ Increased questions and dialogue after the session
 - ☐ Energy and participation in follow-up sessions
- ☒ Leadership Activation:
 - ☐ Leaders referencing the keynote in decision-making
 - ☐ Shift in tone or transparency from execs
 - ☐ Renewed initiative ownership
- ☒ Culture Momentum:
 - ☐ New conversations around values or purpose


- ☐ Uptick in collaboration, recognition, or morale
- ☐ Measurable movement in survey or retention data (long-term)

Step 3: Plan for Post-Keynote Action

1. **Debrief** with your leadership team. What resonated? What's next?
2. **Share key takeaways** from the keynote across departments.
3. **Launch a follow-up challenge** or initiative tied to the keynote theme.
4. **Ask your audience** what they plan to do differently—and track it.
5. **Book a follow-up session** (workshop or coaching) for sustained momentum.

Step 4: Choose the Right Speaker

- ☐ Does this speaker understand our industry and culture issues?
- ☐ Will they tailor the message to our people and mission?
- ☐ Do they provide pre- and post-event tools to extend the impact?
- ☐ Can they inspire *and* equip leaders with next steps?

 Want a keynote that does more than inspire?
Let's build something transformational together.

 [Book Anton Gunn](#)