

The ICONS Blueprint™

Rock & Roll Energy Wrapped Around Leadership, Communication, Teamwork, and Performance.

ROB SHANAHAN | Keynote Speaker



MOST ORGANIZATIONS DON'T STRUGGLE WITH TALENT. THEY STRUGGLE WITH ALIGNMENT.

When communication breaks down, priorities drift, and teams fall out of sync, performance suffers.

Through thirty years of working alongside the world's biggest music icons, Rob Shanahan discovered the exact principles that keep elite performers aligned, adaptable, and executing at the highest level under pressure.

Today, he brings those lessons to organizations through **The ICONS Blueprint™**—a high-impact keynote experience that combines unforgettable stories, iconic imagery, practical leadership insights, and actionable strategies audiences can apply immediately.

WHY THIS KEYNOTE

Drawing from firsthand experiences with legendary performers including Ringo Starr, Paul McCartney, The Rolling Stones, Christina Aguilera, Luke Bryan, and many others, Rob reveals the habits, disciplines, and leadership principles that separate good teams from truly iconic ones.

AUDIENCES LEAVE WITH PRACTICAL STRATEGIES TO:

- Strengthen communication and collaboration
- Improve alignment around goals and priorities
- Navigate change and uncertainty with confidence
- Build a culture of accountability and performance
- Elevate individual and team effectiveness



WHY ROB SHANAHAN

For over three decades, Rob has operated within the inner circle of global music legends as a premier photographer, creative collaborator, author of two Hall of Fame photography books, and professional drummer.

His rare behind-the-scenes perspective transforms abstract leadership principles into a memorable, visceral experience. Each keynote is thoughtfully customized to reflect your organization's mission, culture, and goals, ensuring a deeply relevant and personal connection for every audience.

BEYOND THE STANDARD KEYNOTE

"His keynote was the most genuine, interesting, entertaining, captivating, and memorable one I have ever heard in my 30+ years working for Fortune 100 and Fortune 500 companies. This is by far something so special and so much more!"

-**Janine Soika**, Sr. Global Director, Versa Networks



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