



PERSONAL BRANDING IN 'ONE WORD'

SURVIVOR

My cancer - then my wife's - didn't break me, it redirected me. My Survivor buff symbolizes that triumph.

CATALYST

My personal brand in 'One Word'.

ON-A-MISSION

My TED talk: "Your one word tells people who you are, not what you do!" has fueled my personal mission to transform one million lives 'One Word' at a time.

RISK-TAKER

My Wharton MBA opened doors to the corporate world; being a risk-taker led me to becoming the CATALYST that now helps individuals step into their own identities.

ENERGIZES AUDIENCES

My energy motivates audiences to turn their 'One Word' personal brands into their greatest assets.

SIGNATURE KEYNOTES

Rich Keller brings a unique approach to personal branding. For 25 years, he developed a 'One Word' core value philosophy to craft identities for some of the world's most iconic brands at Nabisco, Kraft Foods, Cadbury and Godiva. After applying this same philosophy to develop his own 'One Word' personal brand, Rich walked away from a successful corporate career and is now on a mission to transform one million lives 'One Word' at a time!

For Entrepreneurs

How to SCORE as an Entrepreneur...All it takes is 'One Word'!

For Corporations

How to SCORE a winning pathway up the corporate ladder...All it takes is 'One Word'!

For Colleges

How to SCORE the job of your dreams...All it takes is 'One Word'!

For High Schools

How to SCORE an acceptance to the college of your dreams...All it takes is 'One Word'!

ALL IT TAKES IS 'ONE WORD' TO SCORE!



Your 'One Word' philosophy is genius!
MIKE THORNE, TRANSFORMER



Your 'One Word' philosophy gave me a gateway into a whole new world. Working with you provided a bridge to walk across and revealed things about me that I hadn't seen before!

BRYAN WISH, PATHFINDER



I had all these separate things going on in my personal and professional life and your 'One Word' philosophy helped me show up more powerfully by connecting them all together...with my 'One Word'!

CALEB GUILLIAMS, KEY



I've never seen the pieces, the roadmap, and the answers come together more clearly until I heard Rich's 'One Word' philosophy. Then we worked together and my entire life has been transformed with my 'One Word'!

SOPHIE BEREN, UNIFIER

THE POWER OF THE 'ONE WORD' HAS BEEN SHARED AT



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THE JUSTICE UNIVERSITY OF NEW YORK

Gabelli School
of Business



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WATCH MY
TEDx

