TV ONE-SHEET

PHILLIP SMITHWICK



Leadership & Communication Expert • Entrepreneur • Maxwell Leadership Certified Coach, Trainer & Speaker

Phillip brings 35+ years of business ownership and people leadership to practical conversations about communication, culture, accountability, and today's changing workforce, helping viewers recognize leadership blind spots and make stronger choices at work and at home.

Founder, Potential That Speaks

35+ YEARS
Entrepreneurship and leadership across multiple industries.

$1.2M+ BUSINESS
Built hospitality business with 20+ employees.

MAXWELL LEADERSHIP
Certified Coach, Trainer, Speaker, DISC Consultant.

IDEAL TV SEGMENTS

1. **The Leadership Gap: Are You the Leader You Think You Are?**
2. **What If Your Operational Challenges Are Really Leadership Challenges?**
3. **Does Leadership Still Matter in the Gig Economy?**
4. **Are You Accidentally Training Your Employees Not to Think?**
5. **Adapt leadership without lowering standards for today's younger workforce.**

VIEWER TAKEAWAY

Viewers will learn how to spot leadership blind spots, distinguish operational symptoms from leadership causes, adapt to today's workforce, and communicate more effectively with people whose styles differ from their own.

IDEAL TV AUDIENCE

Business owners, managers, working professionals, and everyday leaders who want practical ways to communicate more clearly, strengthen relationships, and lead more effectively at work and at home.

ON-CAMERA / INTERVIEW VALUE

- Brings nearly four decades of lived leadership experience, not theory alone.
- Explains leadership through practical stories, illustrations, and everyday business examples.
- Thinks on his feet and responds naturally to changing conversations.
- Connects workplace leadership to relationships, communication, culture, and performance.

WHY BOOK PHILLIP

- Built and led real businesses where leadership decisions affected people and performance.
- Turns complex leadership issues into clear, relatable, practical conversations.
- Brings humor and energy without sacrificing depth or substance.
- Offers timely angles on workforce change, accountability, culture, and communication.

CREDIBILITY + INTELLECTUAL PROPERTY

35+ Years Entrepreneurship & Leadership · $1.2M+ Business Builder
Maxwell Leadership Certified Coach, Trainer, Speaker & DISC Consultant

The MAXWELL DISC METHOD

TV & MEDIA INQUIRIES

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