

How to Live a Good Story

A 75-Minute Keynote Experience by Byrd Baggett

We can survive forty days without food. Four days without water. But only four seconds without hope.

In this powerful 75-minute keynote, Byrd Baggett challenges leaders, teams, and faith communities to redefine success and rediscover what truly matters. Through compelling storytelling, humor, research-backed insights, and deep personal reflections, Byrd invites audiences to ask: What story are you writing with your life?

What This Experience Delivers:

- Passion & Positive Attitude — Why energy and mindset shape culture.
- Character — Why integrity is the glue that holds your story together.
- Compassion — Why caring differentiates great leaders from mediocre ones.
- Priorities — Why success at the expense of faith and family is failure.
- Purpose — Why serving others creates meaning beyond achievement.

Why It Works:

“There are very few speakers who can instantly connect with a room full of strangers — making them laugh, cry, reflect deeply, and strive for greater authenticity as leaders while discovering their purpose. Byrd Baggett is unquestionably one of those rare individuals.”
— Jed Thomas, Sr. Vice President, Coca-Cola Consolidated

Ideal For:

- Corporate Leadership Retreats
- Annual Meetings & Executive Offsites
- Faith-Based Conferences & Church Events
- Team Development Gatherings
- Men’s & Women’s Leadership Events

Living a good story is not about titles, trophies, or applause. It is about loving well, leading with integrity, serving with humility, and leaving people better than you found them.

Booking Information: To bring 'How to Live a Good Story' to your organization or faith community, contact Byrd @ byrdbaggett3@gmail.com - 251-716-3630
www.unitycovenant.com